

CORNWALL CLIMATE CARE REPORT

BEHAVIOURAL AND ATTITUDINAL IMPACTS OF CCC DOCUMENTARIES



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CCC IMPACT MEASUREMENT REPORT

OVERVIEW

Cornwall Climate Care's documentary screenings aim to raise awareness, spark local conversations, and inspire action by highlighting how Cornwall's natural resources and innovative solutions can lead the UK. This research explores the impact of these films on audience attitudes, emotions, and pro-environmental behaviours. Key findings include initial post-screening surveys measuring attitudinal shifts and behavioural intentions, alongside follow-up surveys (3 months later), focus groups, and interviews assessing actual behaviour change. It's important to note that only a small portion of initial respondents completed the follow-ups. Recommendations are also provided to help Cornwall Climate Care further empower individuals to take meaningful climate action.

EXECUTIVE SUMMARY

#CLIMATESCAM?

A total of 162 individuals (predominantly female, aged 16–80; M = 53) took part in the initial survey, with the majority identifying as White and residing in the South West. Most participants held higher education qualifications, were in employment or retired, and reported minimal financial difficulty. Over 70% frequently watched environmental documentaries and thought about climate change regularly.

- **Beliefs:** Significant increases were observed in agreement that climate change is already affecting the world and will lead to more natural disasters.
- **Emotions:** Participants reported heightened feelings of hope, determination, and inspiration following the screening.
- **Concerns:** Concern for future generations, climate change in general, and urban air pollution rose modestly but significantly.
- **Trust:** Trust in environmental organisations increased, while trust in government, oil companies, politicians, social media, and local community members decreased.
- **Intentions to Change Behaviour:** The most commonly reported intentions included reducing meat and dairy consumption, cutting back on plastic use, switching to ethical banks, saving energy and water at home, and engaging more politically (e.g., signing petitions or contacting MPs).

→ **Follow-up Change (19 of 162 Completed Follow-up Surveys):**

- ◆ Some individuals had successfully switched to ethical banking, and others were in the process. Many reported maintaining or increasing plant-based food choices, particularly in avoiding red meat.
- ◆ Participants also described cutting down on plastic use and being more mindful of their energy and water consumption.
- ◆ A smaller number reported political engagement, such as signing new petitions or attending events

→ **Qualitative Insights:** Participants described the film as “*eye-opening*” and “*inspiring*,” with many feeling more empowered and motivated to act. Some were already engaged in climate-positive behaviours but said the documentary encouraged them to “*do more*” or start conversations with others. However, several also expressed frustration or fatigue over the scale of the climate crisis, highlighting structural barriers such as limited access to public transport, availability of ethical products, housing constraints, financial pressures, and lack of time as obstacles to deeper engagement.

HUNGRY FOR CHANGE

Fifty participants (mostly female, aged 18–61; M = 27.8) completed the initial survey. The sample was largely based in the South West, with a range of educational backgrounds and employment statuses, most commonly students. Many watched environmental documentaries frequently and thought about climate change on a daily or weekly basis.

→ **Beliefs:** There was a significant reduction in agreement with the idea that it is too late to act on climate change.

→ **Emotions:** Participants felt less powerless and reported increased hopefulness, determination, inspiration, and curiosity to learn more about climate change.

Concerns: Concern increased regarding industrial agriculture, air pollution, plastic pollution, and biodiversity loss. No significant change was found in concern for climate change or the next generation.

→ **Trust:** Trust in the government decreased following the screening.

→ **Intentions to Change Behaviour:** Participants reported a strong desire to adopt more sustainable food habits and practices. Common intentions included eating less meat and dairy, reducing food waste, buying local or organic produce, supporting regenerative farming, growing their own food, and learning more about

sustainable food systems. Several also mentioned intentions to raise awareness by sharing what they had learned with others.

→ **Follow-up Change (12 of 50 Completed Follow-up Surveys):**

- ◆ Many participants reported **reducing their meat consumption**, particularly red meat, and making more **plant-based choices**.
- ◆ A number had **increased efforts to buy local or organic foods**, particularly from farmers' markets or ethical suppliers.
- ◆ Several reported making **greater efforts to minimise food waste** by meal planning, reusing leftovers, and composting.
- ◆ Some began exploring **growing their own food**, or expressed plans to start in the near future.

→ **Qualitative Insights:** Participants found the documentary “*energising*,” “*informative*,” and “*practical*,” with many praising its positive tone and focus on solutions. Several described it as a “*wake-up call*” that prompted them to rethink their everyday food choices, and many valued hearing directly from local farmers. However, participants also reported challenges such as the higher cost of organic or local produce, limited availability in rural areas, time constraints for food preparation, lack of space to grow food, and uncertainty about where to start or find reliable information.

POWER TO THE PEOPLE

For the initial survey, this smaller sample included 22 participants (mostly female, aged 29–91; $M = 62.2$), all from the South West. Most were retired and held secondary to postgraduate qualifications.

- **Beliefs, Concerns & Trust:** No significant changes were observed in these areas following the screening.
- **Emotions:** A moderate reduction in confusion and an increase in inspiration were noted. No other emotional shifts were statistically significant.:
- **Intentions to Change Behaviour:** Participants expressed a strong intention to increase their engagement with community energy initiatives and renewable energy practices. Common intentions included switching to green energy providers, reducing personal energy consumption, supporting local renewable projects, advocating for community energy schemes, and educating others about clean energy options.

→ **Follow-up Change (3 of 22 Completed Follow-up Surveys):**

- ◆ Several participants reported switching to renewable energy suppliers or exploring options to do so.
- ◆ Some had taken practical steps to reduce energy use at home, such as installing energy-efficient appliances or improving insulation.
- ◆ A number were actively seeking information about community energy projects or expressing interest in volunteering or participating.
- ◆ A few reported sharing knowledge gained with friends, family, or local groups to raise awareness.

→ **Qualitative Insights:** Participants described the documentary as “*motivating*,” “*eye-opening*,” and “*empowering*,” with many feeling inspired by the practical examples of community-led solutions. The film helped demystify complex energy issues and fostered a sense of local agency and hope. However, several also highlighted barriers to action, including the high upfront costs of energy-efficient upgrades, lack of clear information on community energy schemes, limited access to renewable options, and confusion around navigating energy markets and contracts.

RECOMMENDATIONS

- Focus on engaging younger, more diverse and less environmentally active audiences for increased impact on sustainable behaviours.
- Tailor messages to different demographics and provide clearer, accessible pathways to pro-environmental action and political engagement.
- Keep addressing already engaged audiences, these documentaries help reinforce sustainable behaviours.

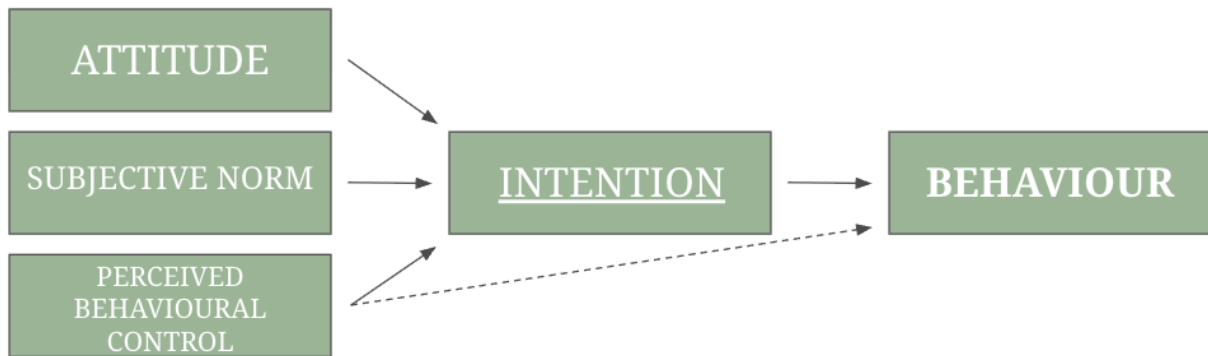
INTRODUCTION

In the face of the climate crisis, effective communication of environmental issues has become more important than ever. Media has long played a central role in influencing both awareness and motivation, especially as public understanding and engagement are vital in driving collective action. Documentaries, in particular, stand out among the various types of communication tools available for their ability to combine story-telling, visual impact and emotional resonance. These features make them well suited to challenging misconceptions and misinformation, fostering empathy, and shifting both attitudes and behaviours towards positive change.

Environmental documentaries have received recent attention as tools for promoting pro-environmental values and behaviours. Various studies have shown the importance of environmental documentaries in encouraging stronger environmentally friendly beliefs, boosting intentions to adopt pro-environmental behaviours, and improving knowledge for climate-related issues (Pinazo & Agut, 2008; Howell, 2011). For example, Howell (2011) found that participants felt a greater urgency regarding climate change and a stronger motivation to reduce their carbon footprint, after viewing an environmental documentary. Moreover, Beattie, Sale, & McGuire, (2011) illustrated that powerful documentaries with a focus on influencing emotions could enhance both perceived behavioural control and individual concern, both factors strongly associated with behaviour change. Despite these positive outcomes, there remains uncertainty on how well these attitudinal shifts then influence actual behaviour change. Jones (2022), in a review of environmental media impacts, argued that while short-term attitudinal changes are relatively well-documented, there is a critical lack of longitudinal data measuring actual behavioural outcomes, pointing to a significant research gap in assessing the long-term effectiveness of these interventions.

To address this, the current study drew on the Theory of Planned Behaviour (Ajzen, 1991) as a conceptual framework. This theory suggests that human behaviour is guided by three main factors: attitudes towards the behaviour, perceived behavioural control (an individual's belief about how easy/difficult it is to perform a specific behaviour), and subjective norms (an individual's perception of social pressure to perform or not perform a particular behavior, influenced by their beliefs about what important others think and their motivation to comply with those beliefs).

Figure 1. Model displaying the Theory of Planned Behaviour (Ajzen, 1991) Framework.



It further explains that intention is the most immediate predictor of behaviour. In this study, surveys administered after CCC's documentary screenings were designed to measure not only **attitudinal change**, but also **intentions to adopt pro-environmental behaviours**, reflecting the components of TPB. These were followed by **delayed follow-up surveys** to assess whether those intentions were later translated into **actual behaviour change**.

This research is particularly important in light of the scarcity of studies focused on local settings. Much of the existing literature centres on high-profile international productions with limited attention paid to regional or community-based initiatives. Yet local narratives may offer more relatable pathways to change, especially in areas with strong regional identities such as Cornwall. This study therefore aims to fill a gap in academic literature by examining the role of community-produced documentaries in influencing public attitudes and behaviours toward climate change. Using both qualitative and quantitative methods, grounded in behavioural theory, this research explores the extent to which CCC's films have led to shifts in knowledge, values, and climate-related action among their audiences.

METHOD

This report outlines the findings of a research internship with Cornwall Climate Care (CCC), focused on investigating the attitudinal and behavioural impacts of CCC's documentary films on their audiences. Additionally, this project aimed to assess whether these documentaries engage a diverse audience, particularly focusing on younger individuals, to understand how the films impact different demographics.

INITIAL SURVEY

To study these aims, surveys were administered immediately after screenings of three CCC films: *#ClimateScam?*, which examines misinformation and public confusion around climate science, *Hungry for Change*, which investigates the links between food systems and climate change, and *Power to the People*, which looks at the opportunities and challenges around Cornwall's energy future. These three documentaries in particular were chosen to cover a wide range of content and audience types:

- *#ClimateScam?* was chosen for this study based on its recent release and focus on addressing climate change conspiracy theories and public opinions towards climate change, allowing insight into how viewing this film influences viewers' beliefs and values.
- *Hungry for Change* was specifically screened for university students at the University of Plymouth. Due to the practical, accessible and more affordable behaviours that are promoted (e.g., subscribing to a weekly veg box), this film was selected for its relevance for younger audiences.
- *Power to the People* was picked as it encourages less accessible, more expensive pro-environmental behaviours (e.g., solar panels). CCC's typical audience, as demonstrated in the demographics in the results section below, is older, predominantly white and middle-class, permitting research of the film's effects on a more typical viewer base.

FOLLOW-UP SURVEY & QUALITATIVE METHODS

To evaluate whether changes in attitudes and intentions observed after the screenings translated into actual behavioural change, a follow-up survey was sent to participants approximately three months later. In addition to the surveys, focus groups and interviews were conducted with some of the survey participants to explore in greater depth how the documentaries influenced their views and actions. Relevant quotes and themes from these sessions are referenced throughout the report to support and enrich quantitative data.

PARTICIPANTS

Participants were recruited on-site during documentary screenings and were informed about the study's aims and provided consent before completing surveys.

- **INITIAL SURVEY:** A total of 234 individuals participated across the three films: 162 for *#ClimateScam?*, 50 for *Hungry for Change*, and 22 for *Power to the People*.
- **FOLLOW-UP SURVEYS:** Of the 50 participants who completed the initial survey for *Hungry for Change*, only 12 completed the follow-up; for *#ClimateScam?*, 162 completed the initial survey, with just 19 responding to the follow-up; and for *Power to the People*, only 3 of the original 22 participants took part in the follow-up.

MATERIALS

The study used a combination of paper-based and online surveys. Paper surveys were administered immediately after screenings, as this format was more likely to encourage completion and return, especially among older participants who may be less comfortable with digital formats. Online surveys were used for follow-up data collection to facilitate easier and more timely responses. A prize draw was offered to those who completed both the initial survey and follow-up survey to encourage completion.

Both surveys were designed to assess two key aspects of change: environmental attitudes (i.e., beliefs and opinions, emotions, concern and levels of trust in various sources to provide accurate information about climate change) and behavioural intentions/change (e.g., likelihood of adopting specific actions promoted in the films, and actual behaviours adopted). Questions were structured using Likert scales and multiple-choice items, ensuring consistency with prior environmental behaviour research.

The survey questions were adapted from validated measures in previous research on environmental attitudes and behaviours. These included Leviston and Walker's (2011) *Baseline Survey of Australian Attitudes to Climate Change*, Lynn and Longhi's (2011) work on lifestyle perceptions, and the 2024 UNDP *Peoples' Climate Vote*. Most behaviour-related questions were drawn from the *Cornwall Council Behaviour Change & Engagement Programme – Phase 1 Report* by CAST (2023), ensuring relevance to the local context. The same initial and follow-up survey was used across all three documentaries to assess changes in attitudes and behaviours, and to compare impact between films.

PROCEDURE

The study employed a 2x2 within-subjects design, where participants were asked to reflect on their thoughts and feelings about environmental issues both *before* and *after* watching each documentary. Specifically, after viewing, participants completed the survey by answering questions twice: once indicating their attitudes and behaviours prior to the film, and once indicating their current views post-screening. This approach allowed measurement of perceived change attributable to the documentary. After completing the initial survey, participants were contacted three months later and invited to complete the follow-up survey online, which focused on any actual behavioural changes made since the viewings. They were also contacted about taking part in interviews, which explored in further depth, the explanations and reasons behind the answers in the first survey.

RESULTS FROM INITIAL SURVEY

DEMOGRAPHICS

#CLIMATESCAM?

The final sample included 162 participants (majority female) aged 16 to 80 ($M = 53$). Most identified as White (156), with a small number identifying as mixed ethnicity or other. Nearly all participants were from the South West region. The majority held Bachelor's or Master's degrees. Most reported little to no difficulty paying monthly bills. Employment status varied, with the largest groups employed, retired, or self-employed. Over 70% frequently watched environmental documentaries, and most thought about climate change daily or weekly. Detailed demographic statistics are presented in the figures below.

HUNGRY FOR CHANGE

The final sample included 50 participants (majority female) aged 18 to 61 ($M = 27.8$). Most identified as White, with others identifying as mixed, Asian, or Black ethnicities. The majority were from the South West, with smaller numbers from other UK regions. Education levels ranged mainly from Bachelor's degrees to secondary school or diploma qualifications. Most participants found paying household bills not very difficult. The majority were students, followed by employed and self-employed individuals. Over half reported watching environmental documentaries quite often, and most thought about climate change daily or weekly. Detailed demographic data are shown in the figures below.

POWER TO THE PEOPLE

The final sample included 22 participants (majority female) aged 29 to 91 ($M = 62.2$). Most identified as White, with a small number identifying as Asian or preferring not to say. All participants were located in the South West. Education levels ranged primarily from Master's degrees to secondary school or diploma qualifications. Most participants reported that paying monthly household bills was not very difficult. Over half were retired, with others employed, unemployed, or students. The majority watched environmental documentaries quite often, and most thought about climate change daily or weekly. Detailed demographic information is provided in the figures below.

The following figures illustrate the demographic characteristics of each documentary.

AGE

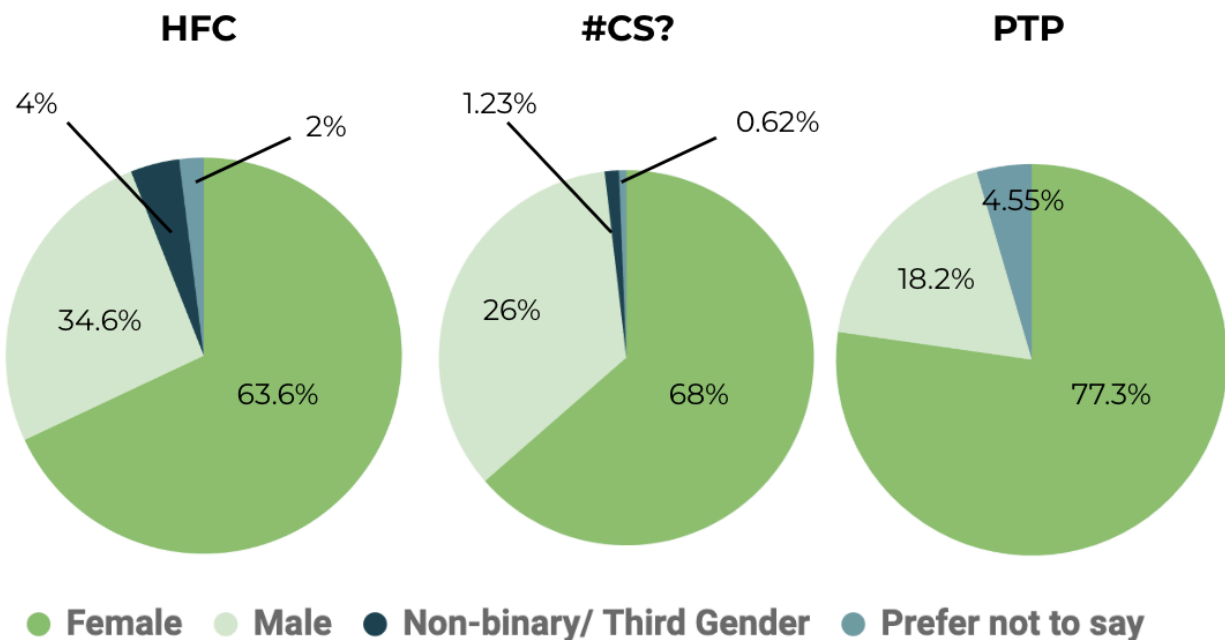
Figure 2. The table below presents the average, minimum, and maximum ages of participants across the three documentary conditions.

	#ClimateScam?	Hungry for Change	Power to the People
Mean (SD)	53 (16.7)	27 (11.4)	62.2 (14.9)
Minimum Age	16	18	29
Maximum Age	80	61	91

The standard deviation (SD) indicates how spread out the ages are in relation to the mean. A lower SD suggests that participant ages were more concentrated around the average. *Hungry for Change* had the lowest SD, indicating that participants' ages were more consistent and closer to the mean. In contrast, *#ClimateScam?* had a higher SD, reflecting greater variability in participant ages.

Self-Identity

Figure 3. Pie charts displaying the gender identity of participants in each documentary.



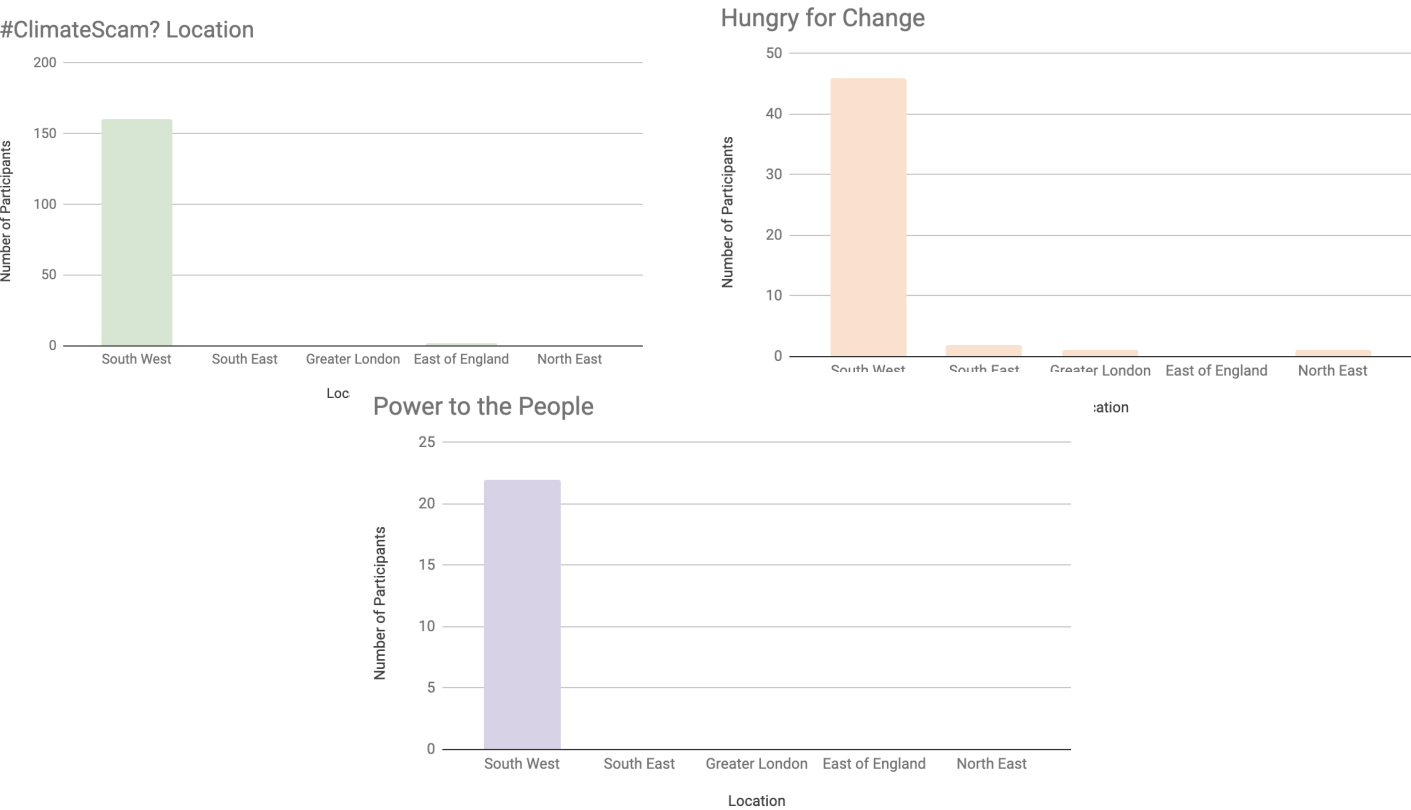
Ethnicity

Figure 4. Table displaying ethnicities of participants across three documentaries.

Ethnicity	#ClimateScam?	Hungry for Change	Power to the People
White	96.3%	78%	86.4%
Mixed/Multiple Ethnic Groups	1.23%	6%	0%
Asian/ Asian British	0%	8%	4.55%
Black/ African/ Caribbean/ Black British	0%	8%	0%
Other Ethnic Group	0.62%	0%	0%
Prefer not to say	1.85%	0%	9.09%

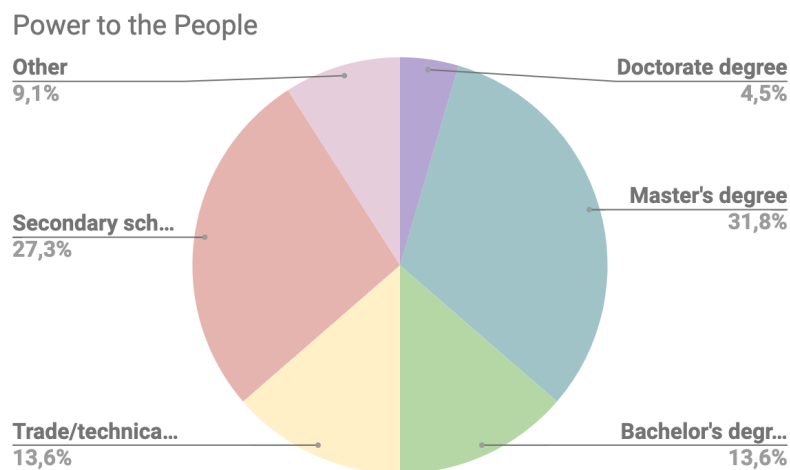
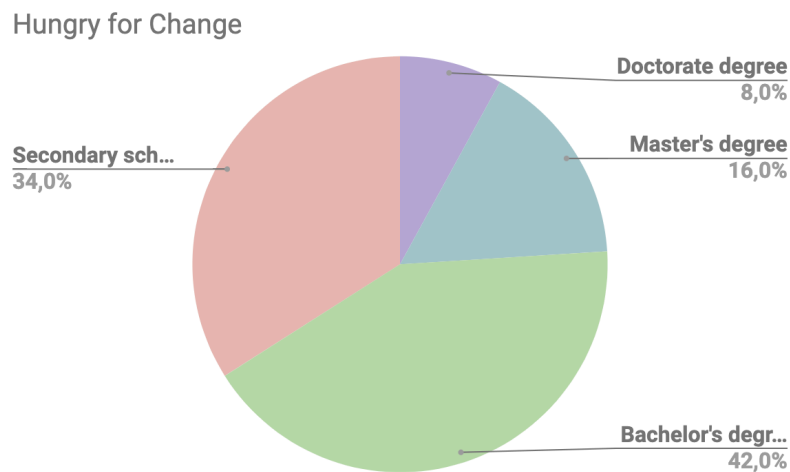
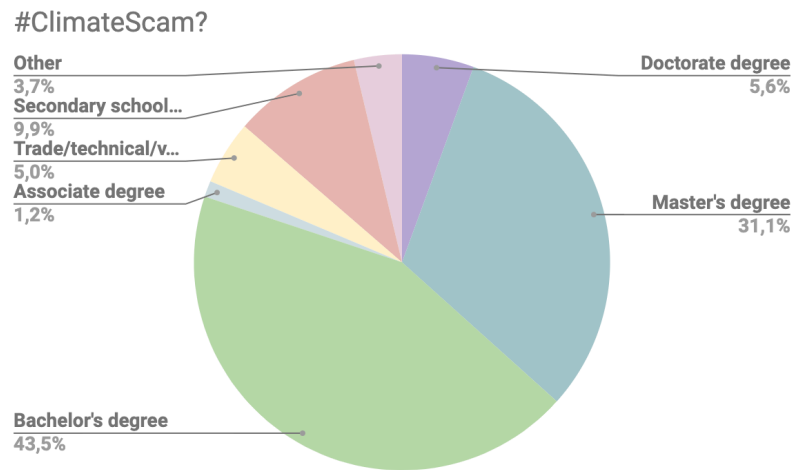
Location

Figure 5. Bar charts displaying the location of participants across the three documentaries.



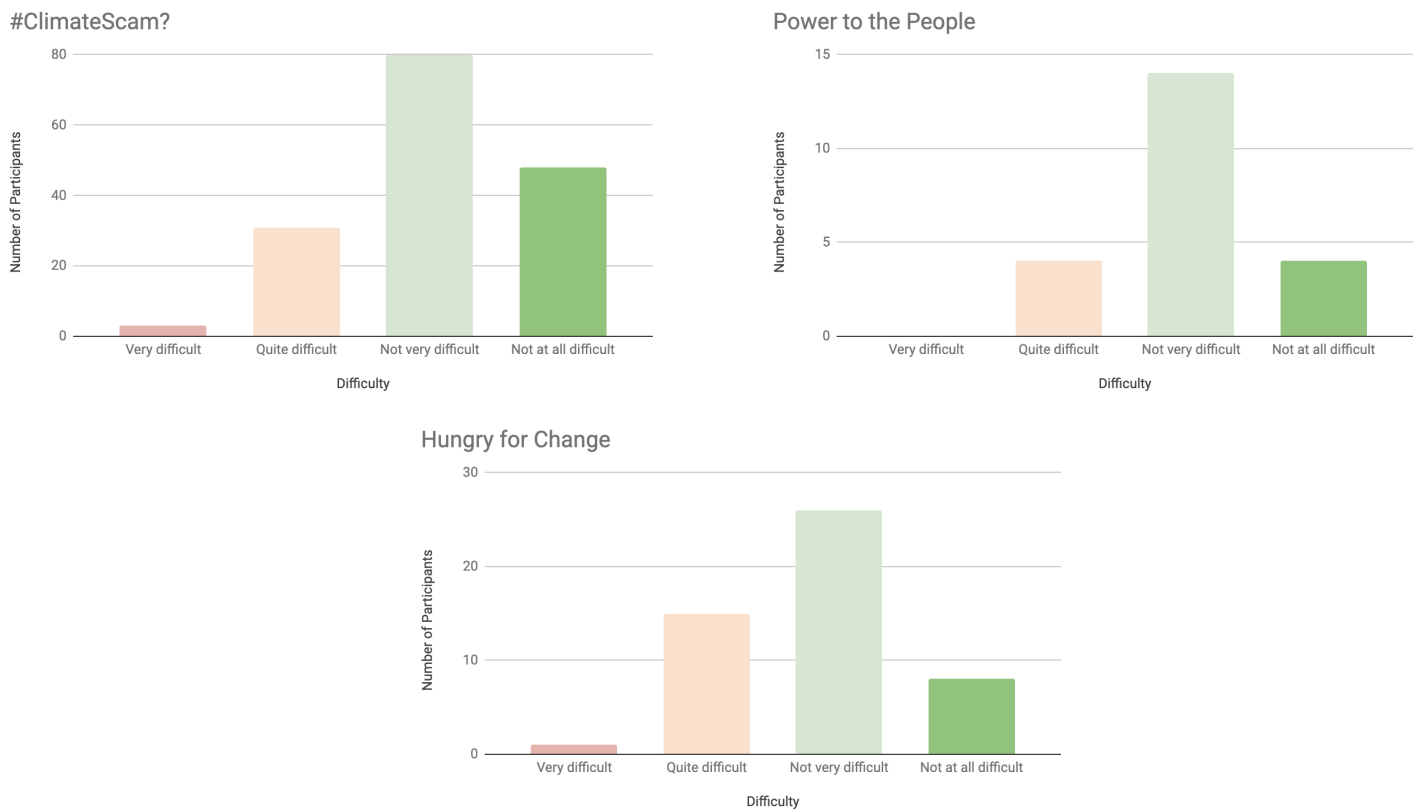
Education

Figure 6. Pie charts displaying the highest level of education completed by participants in each screening.



Difficulty Paying for Monthly Household Bills

Figure 7. Bar charts showing how often participants reported difficulty paying household bills across screenings



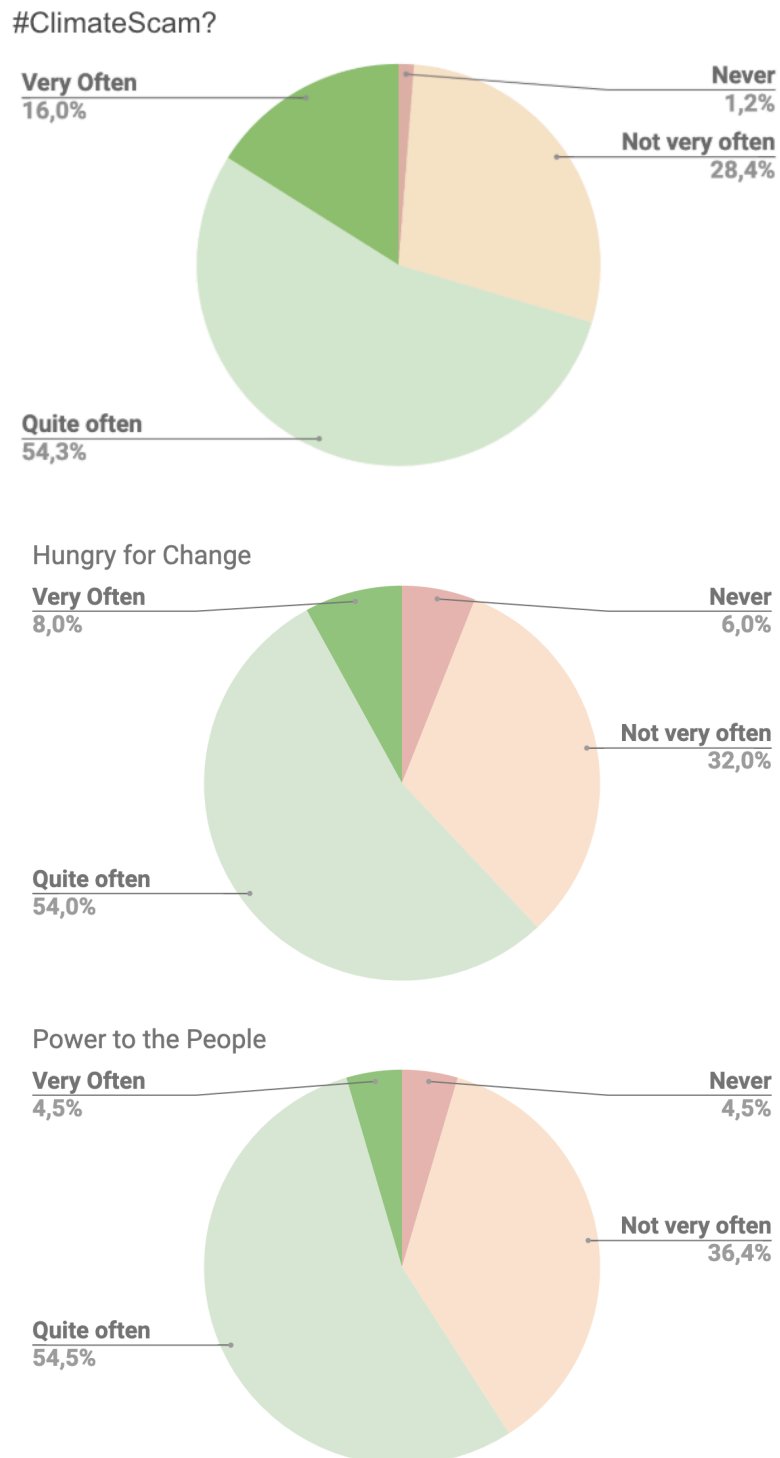
Employment Status

Figure 8. Table illustrating the current employment status of participants across screenings.

Employment	#ClimateScam?	Hungry for Change	Power to the People
Unemployed	3.7%	2%	9.09%
Student	3.7%	<u>70%</u>	4.55%
Employed	<u>42.6%</u>	20%	31.8%
Self-employed	19.8%	6%	0
Retired	30.2%	2%	<u>54.5%</u>

How Often Participants Watch Environmental Documentaries

Figure 9. Pie charts showing how often participants in each screening watch environmental documentaries.



1. #CLIMATECAM? RESULTS

Beliefs and Opinions

- After watching the screening, **participants were more likely to agree that the impacts of climate change are already being felt around the world.** On average, their agreement score went up from 4.77 to 4.89 out of 5. This small increase was statistically meaningful, meaning it's unlikely to be due to random chance ($t(161) = 2.54, p < .05$).
- The statistic $t(161) = 2.54, p < .05$ means that this result is based on 162 people (because degrees of freedom = total participants minus 1), and the difference we found was statistically significant. I.e., this suggests there's a less than 5% chance that the observed effect happened randomly, so we can be reasonably confident the change we saw was real
- I.e., there is less than 5% chance that their agreement scores increased randomly after watching the documentary, so we can be confident that the increase was a direct effect of the film, rather than random chance!
- They were also **more likely to agree with the statement: 'Climate change will lead to increased natural disasters'**, with their average score increasing from 4.78 to 4.88, ($t(161) = 2.04, p < .05$)

Emotions

- When asked about what emotions they felt about climate change both before and after watching the screening, participants reported an **increased feeling of hopefulness, determination and inspiration.**
- After attending the screening, participants reported feeling more hopeful about climate change. On average, their hopefulness scores increased from 2.93 to 3.22 out of 5, a statistically significant change ($t(161) = 3.86, p < .001$).
- They also felt more determined to take action/make a change, with scores rising from 3.84 to 4.17 ($t(161) = 4.96, p < .001$). Feelings of inspiration also increased, from an average of 3.43 to 3.96, ($t(161) = 6.42, p < .001$).

Concern for the Next Generation & Concern about Environmental Issues

- **Participants became more concerned about the effects of climate change on the next generation after watching the documentary**, with scores increasing from 3.86 before the screening, to 3.96 after the screening, $t(161) = 3.72, p < .001$.
- After the screening, participants expressed slightly **more concern about climate change**, with their average concern rating increasing from 4.81 to 4.89 out of 5. This change was statistically significant, meaning it's unlikely to be due to chance ($t(161) = 2.54, p < .05$).

- They were also **more concerned about the health impacts of urban air pollution**, with scores rising from 4.52 to 4.62 ($t(161) = 2.78, p < .01$).
- However, concern about other environmental issues did not change significantly after the screening.

Trust in Sources for Accurate Information about Climate Change

- After watching the screening, participants reported **slightly higher trust in environmental organisations** to provide them with truthful information about Climate Change. Their average trust score increased from 4.43 to 4.56 out of 5, a small but statistically significant change ($t(161) = 2.84, p < .01$).
- In contrast, trust in several other sources decreased. **Participants trusted people from their own community slightly less** after the screening, with scores dropping from 3.25 to 3.13 ($t(161) = 2.83, p < .01$).
- **Trust in the Government also fell**, from 2.30 to 1.96 ($t(161) = 5.90, p < .001$), **as did trust in oil companies** (1.17 to 1.10, $t(161) = 3.08, p < .01$), **politicians** (1.83 to 1.65, $t(161) = 3.90, p < .001$), **and social media** (1.83 to 1.70, $t(161) = 2.39, p < .05$).

2. HUNGRY FOR CHANGE RESULTS

Beliefs and Opinions

- After the screening, participants **expressed significantly more disagreement with the statement 'It's too late for humanity to do anything about climate change '**. Their average score decreased from 2.16 to 1.88, $t(49) = 2.62, p < .05$.
- However, no significant difference was found in other belief statements before and after the screening.

Emotions

- After the screening, participants **felt significantly less powerless in the face of climate change**. Their average rating for feeling powerless dropped from 3.36 to 2.70 out of 5 ($t(49) = 3.62, p < .001$).
- They also **reported feeling more hopeful**, with average scores increasing from 3.32 to 4.24 ($t(49) = 5.71, p < .001$), and **more determined to take action**, with scores rising from 3.88 to 4.40 ($t(49) = 3.42, p = .001$). **Feelings of inspiration also increased**, from 3.72 to 4.54 ($t(49) = 5.66, p < .001$).
- Participants were **also more eager to learn more about climate change** after the

screening. Their average score for feeling "keen to learn more" went up from 4.32 to 4.62 ($t(49) = 2.46, p < .05$).

- There were no significant changes in other emotions before and after the screening.

Concern for the Next Generation & Concern about Environmental Issues

- No significant difference was found in concern for the next generation before and after the screening.
- After watching the screening, participants **expressed greater concern about several environmental issues**. Concern about the **environmental impacts of industrial agriculture** increased from an average of 4.42 to 4.70 out of 5 ($t(49) = 2.62, p < .05$), and **concern about the health impacts of urban air pollution** rose from 4.22 to 4.52 ($t(49) = 3.13, p < .01$).
- Participants also showed **increased concern about plastic pollution**, with average scores rising from 4.06 to 4.36 ($t(49) = 3.45, p = .001$). Similarly, **concern for the destruction of nature, wildlife, and biodiversity** went up slightly, from 4.80 to 4.92 ($t(49) = 2.20, p < .05$).
- However, there were no significant changes in concern for climate change or sewage pollution before and after the screening.

Trust in Sources for Accurate Information about Climate Change

- Participants expressed **being less trustful of the Government** after the documentary, with scores decreasing from 2.14 before the screening to 1.88 after the screening.

3. POWER TO THE PEOPLE RESULTS

No significant difference was found with changes in beliefs and opinions, concern about the next generation, concern about environmental issues or trust in various sources before and after the screening.

Emotions

- After the screening, **participants felt slightly less confused**, with average scores dropping from 2.91 to 2.68 out of 5.
- They also **felt more inspired**, with scores increasing from 3.32 to 4.27. However, there were no significant changes in any other emotions measured.

BEHAVIOUR CHANGE

To understand the long-term impact of Cornwall Climate Care's documentaries, a follow-up survey was conducted approximately three months after the initial screenings. In addition to quantitative data, qualitative responses from the follow-up surveys, interviews and focus groups are included to explain the reasons behind participants' actions. However, it is important to note that the follow-up survey was completed by only a small proportion of the original participants from the initial post-screening surveys. Specifically, of the 50 participants who completed the initial survey for Hungry for Change, only 12 completed the follow-up; for #ClimateScam?, 162 completed the initial survey, with just 19 responding to the follow-up; and for Power to the People, only 3 of the original 22 participants took part in the follow-up. As such, the data may not be entirely representative of the documentary's entire audience.

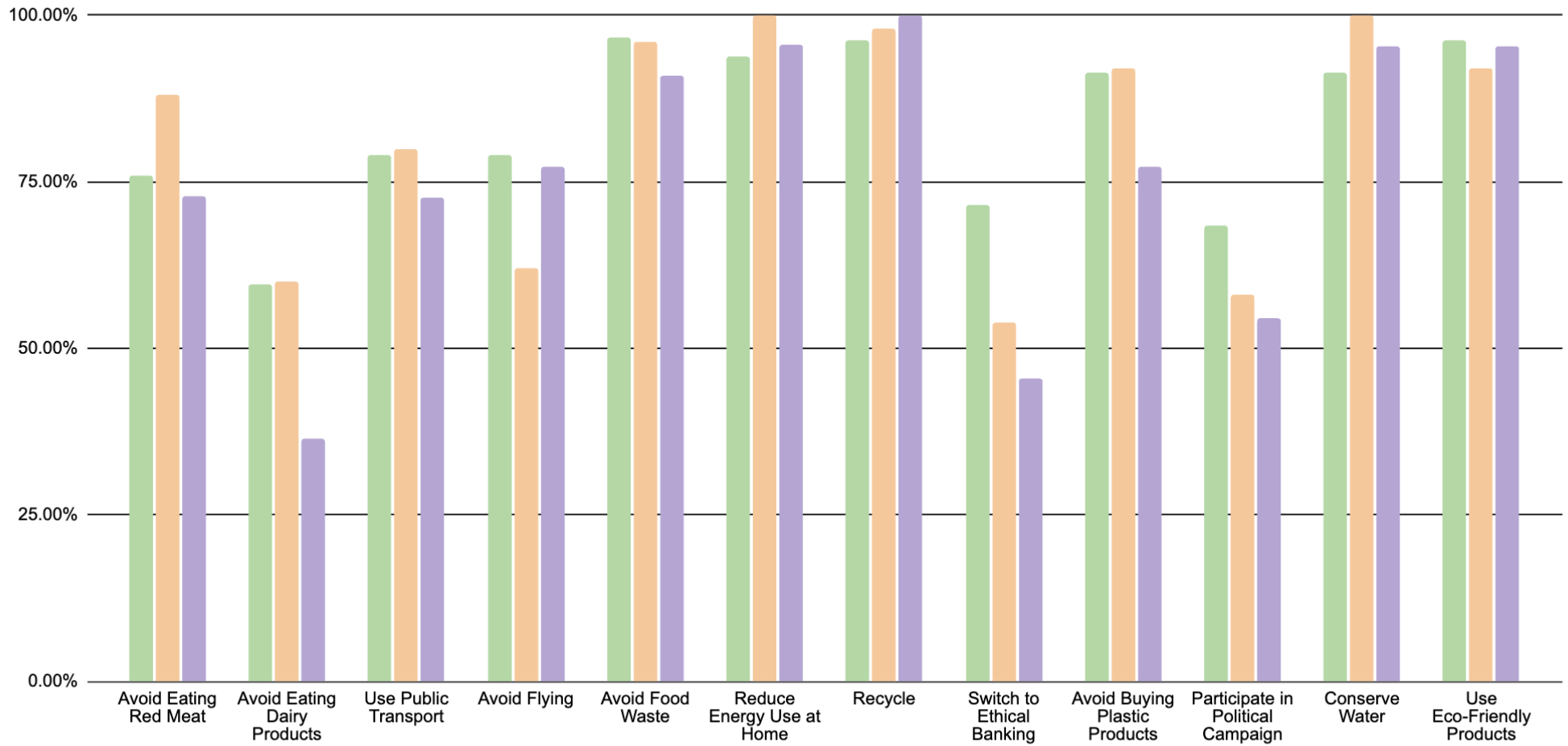
Intentions to Change Behaviour

Immediately after each screening, participants were asked to indicate how likely they were to adopt a range of pro-environmental behaviours as a result of watching the documentary. When asked about their current lifestyle before viewing, a large proportion of participants across all three screenings described themselves as already engaging in environmentally-friendly behaviours: 77.8% for #ClimateScam, 70% for Hungry for Change, and 77.3% for Power to the People selected *"I'm environmentally-friendly in quite a few or most things I do"*. Following the screenings, intentions to live more sustainably remained high, with 67.3% of #ClimateScam viewers, 74% of Hungry for Change viewers, and 54.5% of Power to the People viewers agreeing with the statement *"I intend to be environmentally-friendly in most aspects of my life"*.

Figure 10. Bar Chart presenting the percentage of respondents who selected either "Likely" or "Very likely" for each behaviour.

Intentions to Change Behaviour (%)

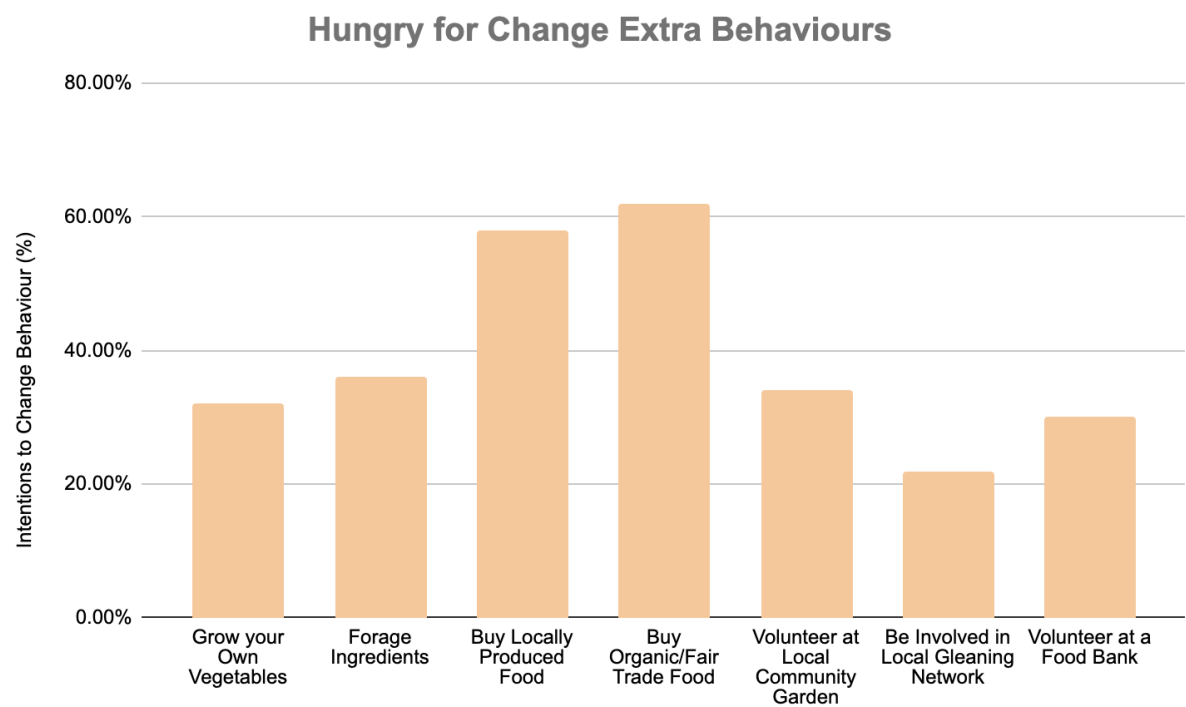
#ClimateScam? Hungry for Change Power to the People



Behaviour

For Hungry for Change, additional behaviours were included in the post-screening survey to reflect the specific themes of the documentary.

Figure 11. Bar chart displaying the percentage of participants who selected “Likely” or “Very likely” for additional behaviours.



These behaviours received lower intention scores compared to others, which may be due to the greater time, knowledge, or access required to adopt them. For example, only 32% of participants said they were likely or very likely to grow their own vegetables, and just 22% intended to get involved in a local gleaning network.

Actual Behaviour Change

The figures below represent the percentage of participants who reported increasing, decreasing or making no change to their behaviours 3 months after the films. Each bar represents a specific behaviour and is divided into three coloured sections, showing the proportion of participants who said their behaviour increased, stayed the same, or decreased. The longer the section, the more people reported that type of change.

Figure 12. Figure 12. Changes in Pro-Environmental Behaviours Three Months After Watching 'Power to the People'.

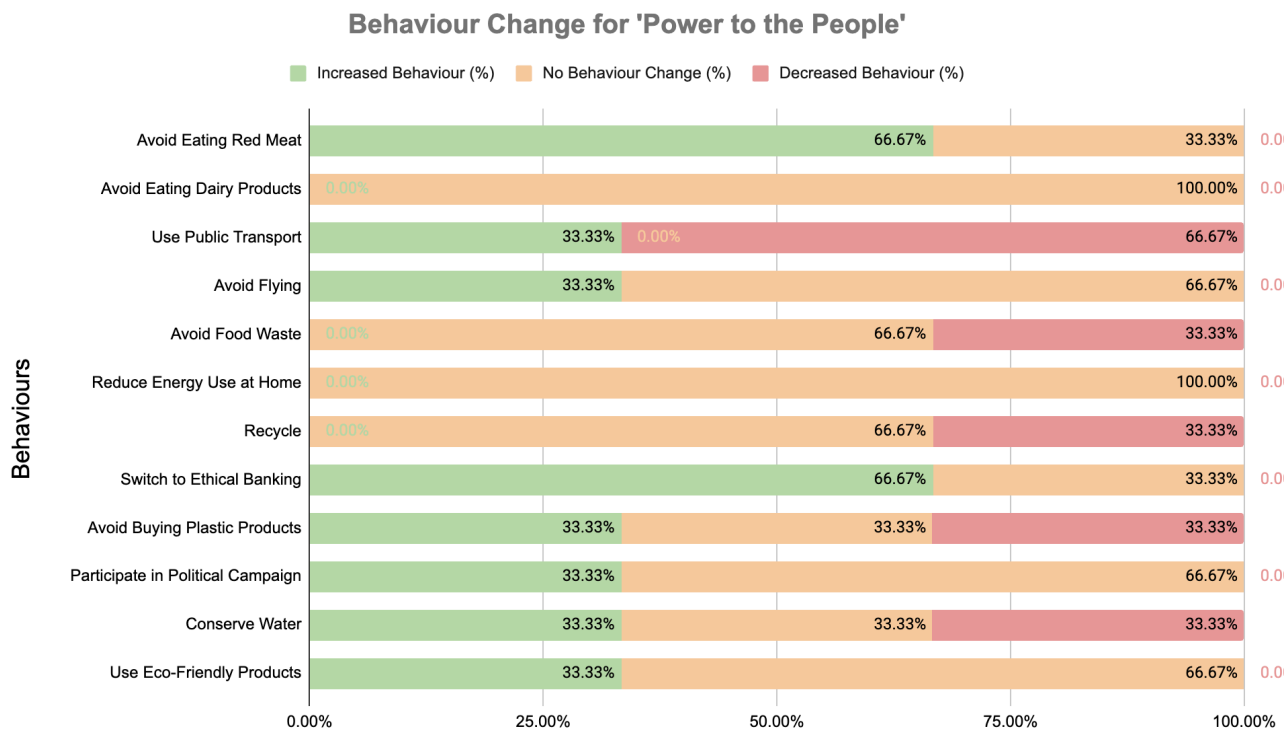


Figure 13. Changes in Pro-Environmental Behaviours Three Months After Watching 'Hungry for Change', with additional behaviours specific to the film.

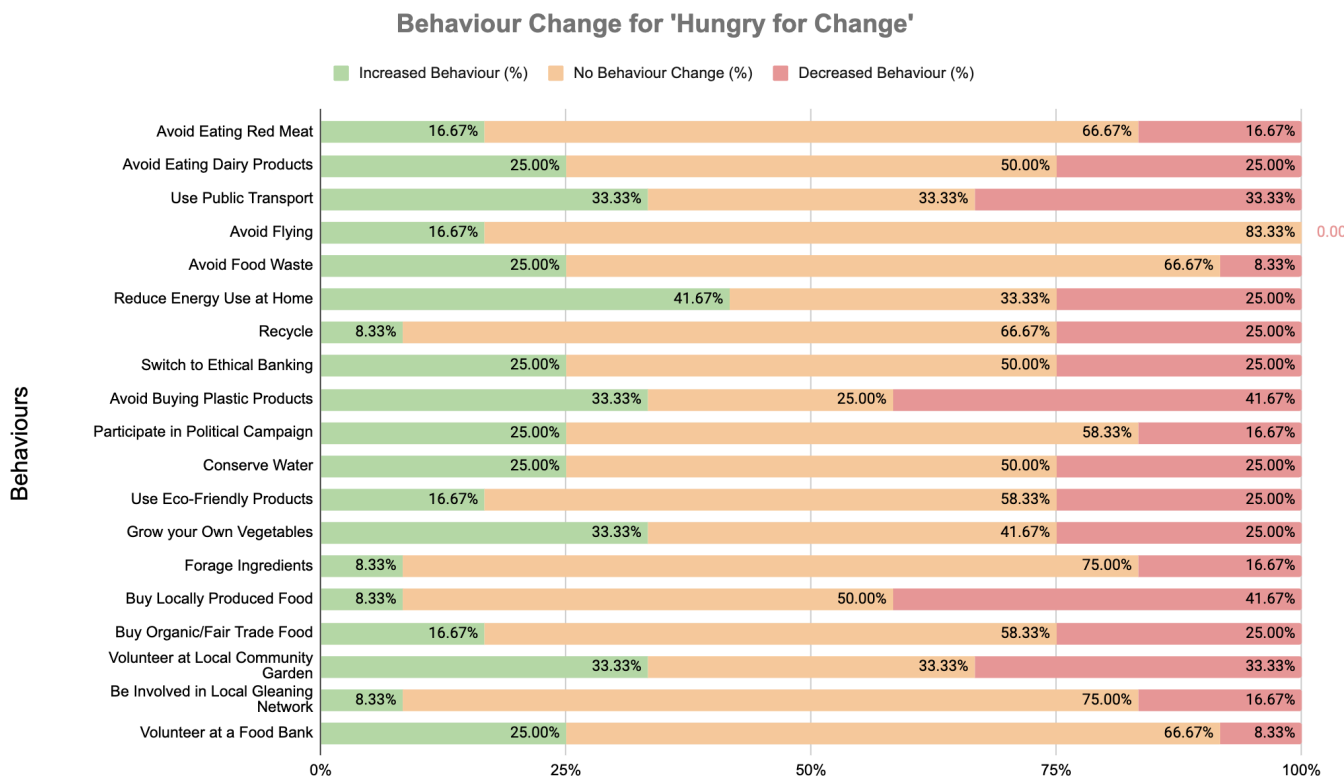
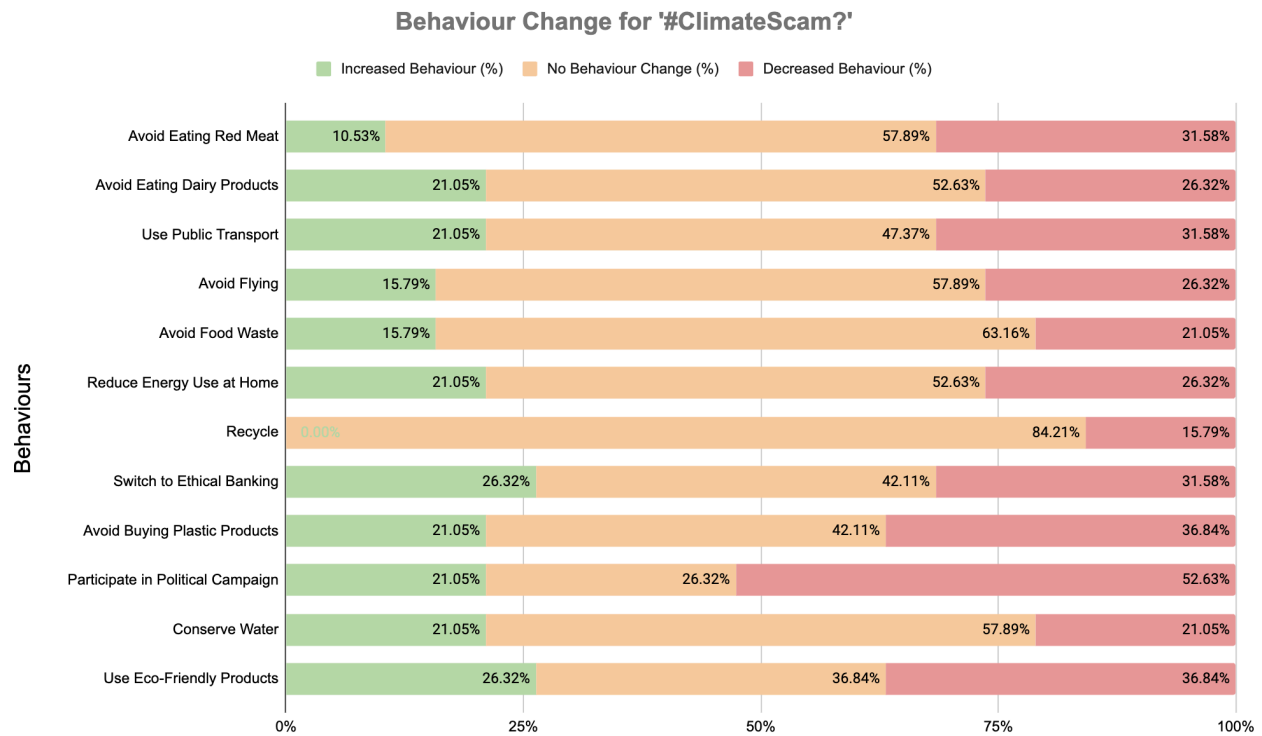


Figure 14. Changes in Pro-Environmental Behaviours Three Months After Watching '#ClimateScam?'.



Key Findings

Avoiding red meat and switching to ethical banking were the most improved behaviours overall. However, behaviours like avoiding dairy, reducing energy use at home, and using public transport showed mixed or limited improvements. Many behaviours related to plastic use, recycling, and conserving water had varied results, with some increasing efforts but a notable portion showing no change or even a decrease. Participation in political campaigns and avoiding flying tended to have lower increases, suggesting these behaviours are harder to influence.

However, it's important to note that these results are based on relatively small numbers of participants completing the surveys. 'Power to the People' had only 3 participants complete the survey, which is a very small sample size. Because of this, the results show a more positive change, but this is likely influenced by the low number of respondents rather than reflecting a true widespread effect. In comparison, 'Hungry for Change' and '#ClimateScam?' still had small but somewhat larger samples.

Qualitative Results

Qualitative insights were gathered through open-ended responses in the follow-up survey, interviews, and a focus group conducted specifically for ‘#ClimateScam?’. Participants were asked questions designed to further explain their responses to both the initial and follow-up surveys, exploring in more depth their attitudes, emotions, perceived agency, and any behavioural changes or barriers encountered since watching the documentary. Although, it is important to consider that it is likely that those who chose to respond, despite the incentive of a prize draw, were likely already participating in pro-environmental behaviours.

#ClimateScam?

Of the participants who responded to the follow-up survey (n=19), interviews (n=3), and focus group (n=5), several described strong emotional reactions to #ClimateScam?, with some reporting an increase in hopeful or positive feelings. One viewer found it “*heartening*” to see a younger, non-traditional climate advocate featured in the film, describing it as “*refreshing*” and a sign that a “*different kind of demographic*” is also engaged. Another expressed deep emotional resonance with a contributor’s vulnerability, saying, “*I live with that emotion all the time,*” while also feeling uplifted by seeing people “*trying their best to spread awareness.*” These emotional responses may enhance individuals’ perceived behavioural control and intention to act, key predictors of behaviour change.

Of the 19 follow-up survey participants, 7 selected that watching ‘#ClimateScam?’ increased their sense of agency (the belief that your actions can make a meaningful difference), 2 felt their agency had decreased, and 10 reported no change in their sense of agency. Those with increased agency expressed feeling empowered to connect with like-minded people and act locally, with comments such as, “*It positively gives me a bit more agency in small communities*” and “*It served as a timely reminder to not get complacent.*” Those who experienced decreased agency highlighted political frustration and systemic barriers, saying things like, “*I increasingly feel it has almost no impact on the unfurling climate societal and ecological collapse,*” and “*I’m very disillusioned with the government’s obsession with growth at any cost.*” Participants reporting no change often noted prior involvement or knowledge: “*I already strongly believe that climate change is happening and already make efforts in my day to day life,*” or feelings of overwhelm, “*I am not physically able to campaign or get involved, and so much happens on a global scale it feels overwhelming.*”

Building on the mixed sense of agency reported, the qualitative data on behaviour change for ‘#ClimateScam?’ similarly reflect varied experiences. Of the 19 follow-up survey respondents, 12 indicated they were already engaging in as many pro-environmental behaviours as possible, while 16 stated they had not changed their behaviours since watching the documentary, often because

they were already actively engaged in pro-environmental behaviours. Some described continuing or maintaining their efforts: *"I do campaign, I do volunteer, I do sign petitions... I haven't stopped. I'm still going."* Others expressed frustration or limits to further change, saying, *"Again, I don't know how many more behavioral changes I can make,"* or noting financial barriers: *"It is difficult to buy things that are environmentally friendly as they are generally more expensive. I cannot afford to do this very often even though I know long term we will all pay a terrible price."* Several participants highlighted social or psychological barriers, such as engaging with climate skeptics or becoming more cynical about information sources (*"Had an interesting exchange with a climate skeptic..."*, *"Tried to avoid social media more and been more cynical and questioning about what I trust"*). These behavioural experiences directly reflect the varied sense of agency reported by participants. While the documentary increased feelings of personal control and community connection for some, enabling motivation and positive intentions, practical barriers and emotional fatigue often limited the ability to translate these into sustained behaviour change. These findings align with the Theory of Planned Behaviour (Ajzen, 1991), which highlights that while positive attitudes and intentions are essential precursors to action, actual behaviour change also depends on perceived behavioural control. When individuals feel constrained by financial limitations, social context, or political disillusionment, even strong intentions may not result in change.

Hungry For Change

Qualitative responses suggest that *'Hungry for Change'* deepened participants' understanding of the food system's environmental impact. One participant shared that while they were already aware of food waste issues, the film gave them *"more exposure"* and made them *"a bit more cautious."* Another described how the documentary revealed the scale of systemic problems, saying, *"there are so many problems with our food system,"* especially when considering waste locally in Cornwall and globally. A third respondent reflected on personal behaviour, noting a shift in mindset after realising that leaving lights on was environmentally harmful. These responses demonstrate how the film helped reinforce existing environmental attitudes while drawing attention to overlooked aspects of everyday sustainability.

There was a notable emotional impact on viewers, reflected in statistically significant increases in feelings of hopefulness, determination, and inspiration. These emotional shifts were echoed in the qualitative data, with one participant stating, *"I think it's definitely made me feel... more hopeful, that's the right word. I'm hopeful for the future,"* while another added, *"Yes, the film made me feel more positive about climate change and wanting to do more to help."* Several participants noted the emotional arc of the film, initial feelings of shock and sadness followed by hope. As one person reflected: *"It was kind of like mixed emotions... the shock of like, oh my gosh, this is the scale of what is happening... but then also kind of interesting and insightful."* Another said: *"It was really good at shifting*

the narrative more towards what we can be doing... more of a hopeful attitude." This hopefulness was linked to action for many: *"There was definitely a link between feeling more hopeful and wanting to change my actions... because if I was upset or had a negative mindset, I would feel less wanting to do anything."* However, not all changes were long-lasting: one participant acknowledged that while they initially felt hopeful, *"those emotions stayed with me for a bit, but I feel like they've kind of dwindled down now,"* which may explain why the participants' actual behaviour change was lower compared to the intentions to change behaviour.

Of the 12 participants who completed the post-screening survey, 7 expressed a modest but meaningful shift in their sense of agency after watching *Hungry for Change*. Several described feeling more in control of their personal decisions, particularly around food waste and dietary choices. As one participant noted, *"I do feel like I feel more in control of my own decisions,"* while another explained, *"I think it has changed my agency slightly... because of that, I changed my actions a little bit."* This sense of empowerment often stemmed from an increased awareness of the consequences of their behaviours and the film's emphasis on local action: *"It leaves you knowing that you have the power to do something even on a local scale... just small steps like that."* For some, emotional responses were closely tied to this agency, with one person stating, *"I think the emotions that I felt did increase my agency... I want to change my actions a bit because I'm feeling more hopeful."* These findings suggest that *'Hungry for Change'* was effective in fostering a moderate increase in perceived behavioural control. However, as the theory also highlights, intention alone does not always lead to action without a strong belief in one's ability to enact change, something that varies among viewers.

The behavioural shifts found were often driven by the documentary's emotional and factual content. One participant reflected, *"It was just a clever way of emphasizing... the impact of all the different food that we eat,"* while another explained that *"the emotions and... the stats... shocked me... that's why I wanted to change my behaviour."* Others responded to the injustice of waste: *"Personally, it was learning about the quantity of vegetables just left in the fields... they were just discarded."* These reactions align with theories of behaviour change that highlight the power of affective responses and moral reasoning in triggering pro-environmental action.

However, behavioural intention did not always translate into lasting or broader change. Many participants cited structural and psychological barriers that prevented further action. Cost was a recurring concern: *"as a student, unfortunately cost comes into this a lot more than I would like it to."* Time and accessibility were also limiting factors: *"I've got a placement 9 to 5, Monday to Friday,"* and *"there are no buses to my very rural and isolated village."* Others pointed to a lack of immediate visibility of climate issues in their daily lives: *"Climate change... doesn't come up frequently in my daily life... I guess I forget."* Importantly, the social context of behaviour emerged as especially influential

for younger viewers. Several respondents noted they would be more likely to act if peers were also involved: *"I think hearing about others also being more green would motivate me to do the same,"* and *"if it was more everywhere... then I'll go, oh, I'll go look at that."* Concerns about association with negative climate activism also appeared to hold some back: *"I don't want to be associated with those kinds of extreme negative responses, but I want to still make an impact."* This highlights how social norms and perceived social support can be pivotal in reinforcing or deterring environmental action among students and young adults. These findings are consistent with the Theory of Planned Behaviour, which recognises that while intention and attitudes are vital, actual behaviour is also shaped by perceived behavioural control and social influence.

Power to the People

Compared to the other documentaries, *'Power to the People'* showed less measurable impact on audience beliefs, opinions, and emotions, likely due to a combination of sample size (only three survey responses and one interview) and the existing engagement levels of the viewers. Many respondents were already environmentally active, with one noting, *"I was already doing every single one of those behaviours. I never overfill the kettle... I conserve water,"* and another explaining, *"We have an air source heat pump and good insulation."* As a result, participants reported little room for further behavioural change, though several expressed that the film reaffirmed their choices or made them feel better informed. One viewer reflected, *"I feel like I'm better informed, but I wouldn't say I've taken any direct action... there aren't many more things that I can do."* While beliefs and trust levels remained largely unchanged, emotional responses were more nuanced.

On average, viewers felt slightly less confused and more inspired after the screening, though individual reactions varied, some felt *"more positive,"* while one admitted to feeling *"hopeful but slightly less so now, sadly."* Notably, a sense of agency did emerge for some: *"Yes – I feel like since watching the documentary, I have an increased sense of agency: my actions can make a meaningful difference."* However, others felt this was more about encouraging discussion than direct action: *"Possibly on an emotional level... I would feel more positive about engaging people in the discussion, particularly with relation to Cornwall."* Overall, the film resonated well with this highly engaged, often older audience, viewers praised it for being *"pragmatic"* but due to the limited sample and the audience's existing high baseline of knowledge and behaviour, there was less evidence of significant change.

CONCLUSION

#ClimateScam?

The initial results from '*#ClimateScam?*' indicates that the documentary had a measurable impact on participants' climate-related beliefs, emotions, and trust in information sources. The 162 respondents were mostly female, White, well-educated, over 50 years old, and living in the South West of England, demographics often associated with higher baseline environmental concern and engagement. Many participants were already familiar with climate issues, frequently watching related documentaries and thinking about climate change regularly. This likely contributed to the generally strong pro-environmental attitudes observed at the start. Despite this, small but statistically significant increases were seen in beliefs that climate change is happening and concern for future generations, along with increased feelings of hope, determination, and inspiration. Trust in environmental organisations grew, while trust in government, oil companies, and social media declined, reflecting heightened awareness of misinformation and political challenges highlighted in the film. When looking at behavioural intentions and actual changes, the impact was relatively small. However, many behaviours showed limited change or even decreases, particularly in political participation and avoiding plastic use. This may be partly due to the older, already engaged audience who may have less room for change or face practical barriers to shifting behaviours further.

Hungry for Change

'*Hungry for Change*' was screened specifically for university students at the University of Plymouth, chosen for its focus on practical, accessible, and affordable sustainable behaviours, such as subscribing to a weekly veg box, making it relevant for younger audiences. The study involved 50 participants, mostly female and aged 18 to 61 (average 28), with predominantly White ethnicity but some diversity, and a mix of students and working individuals. Many are already engaged with environmental issues to some extent, watching documentaries and thinking about climate change regularly. After watching the film, participants showed significant positive shifts in emotions, they felt less powerless and more hopeful, determined, inspired, and eager to learn more about climate change.

They also expressed stronger concern about specific environmental issues like industrial agriculture, air pollution, plastic pollution, and biodiversity loss, though their concern for climate change itself and future generations remained stable. Trust in the government as an information source declined, possibly reflecting increased skepticism about political responses.

Behavioural changes were moderate but encouraging: around 20-40% of participants reported increasing sustainable actions like reducing red meat and dairy consumption, using public transport, and reducing home energy use. However, some behaviours, including recycling and political participation, showed little or mixed change. This may reflect the combination of a relatively young but diverse group still developing habits, and practical or motivational barriers.

Power to the People

The findings from *Power to the People* suggest that while the documentary was well received and emotionally engaging for participants, its measurable impact on attitudes, beliefs, and behaviours was limited. The small sample size (n = 22, with only 3 post-screening surveys and 1 follow-up interview) and the demographic profile, predominantly older, well-educated, environmentally engaged individuals in the South West, likely contributed to the minimal shifts observed. Most participants were already highly aware of climate issues and engaged in sustainable practices, leaving little room for further behavioural or attitudinal change. While there were small emotional shifts, participants felt slightly less confused and more inspired, no significant changes were found in trust, concern, or climate-related beliefs. However, qualitative feedback revealed that the documentary reinforced existing behaviours and helped some feel better equipped to engage in discussions about Cornwall's green energy future. A modest increase in perceived agency was also noted among some viewers, particularly in relation to community engagement and advocacy.

RECOMMENDATIONS

The following recommendations are based on the findings from this research and are designed to help Cornwall Climate Care further empower individuals to take meaningful climate action by increasing emotional engagement, reducing barriers to behaviour change, and enhancing long-term impact across diverse audience groups.

- **Expand Reach to Younger, More Diverse, and Less Engaged Audiences:** Future screenings should prioritise engaging younger individuals, people from more diverse ethnic and socioeconomic backgrounds, and those less environmentally active. These groups may have greater potential for behaviour change and long-term engagement.
- **Tailor Messaging to Specific Demographics:** Adapt content and calls to action based on the audience's age, knowledge level, and lifestyle. For younger audiences, emphasise affordable, practical behaviours (e.g., diet, transport, energy use). For older or already engaged groups, focus on reinforcing their existing efforts and encouraging advocacy or mentorship roles.
- **Provide Clear and Accessible Pathways to Action:** Link emotional responses to specific, achievable behaviours. Offer follow-up resources, such as signposting to local initiatives, toolkits, or digital guides, and make them clear and accessible to help viewers take the next step after screenings. This is especially important for complex behaviours like political engagement or community energy participation.
- **Encourage Political Participation Through Tangible Next Steps:** Many participants reported uncertainty about how to take part in climate-related political action. Future materials or Q&A sessions could include practical examples (e.g. contacting MPs, attending local council meetings, or joining campaigns), reducing perceived barriers and increasing self-efficacy.
- **Use Emotional Engagement as a Gateway to Behaviour Change:** Across all films, participants expressed increased hope, determination, and inspiration. These emotions should be leveraged more intentionally through storytelling and follow-up materials that link emotional reactions with clear actions.

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