



Consumption patterns and environmental awareness – a survey of European tourists at the Christmas market of Cologne



-FINAL REPORT-

Saturday, 13.12.08: That was the day we went to the Cologne Christmas market. We wanted to find how people from other countries think about how their consumption influences the environment. Before we started our trip we collected questions for preparing a questionnaire about people's consumption.

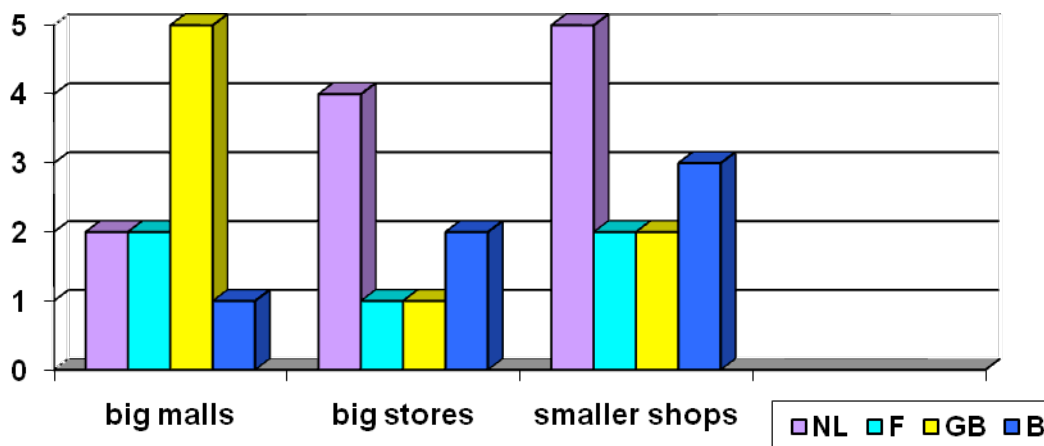


Then our class met at the Christmas market and divided in groups of two. We went through the market and asked people from other countries to fill out our questionnaires. Back at school we collected our results on another questionnaire and compared the four countries we had the most information about. These were: Netherlands (11 questionnaires), France (6), Great Britain (8) and Belgium (9).



We found out that most of our interviewees were between 26 and 50 years old; none of them were under 15 or over 65. Half of them were female half were male. We asked them for what reason they came to Cologne and the majority of each country said that they were visiting the Christmas market. A large percentage of the persons we asked answered that they do their shopping on the Christmas market during their stay in Cologne.

We found out that most of the British do their shopping in big malls while they are in their hometown. They surely produce lots of CO₂ because they have to get there somehow and big malls are usually outside the city. So the people's way to the shops is rather long. This shows that they don't really think about the environment because during they are travelling they produce CO₂ and so they damage the environment.



Only some people admitted how much money they spend in one month. Most of our interviewees spend 100-400 € per month. Some admitted that they spend more than 1000€. When we asked on what they spent the money, most of them said that they spend it on food or clothes. Other options were holidays, travelling or cheese.

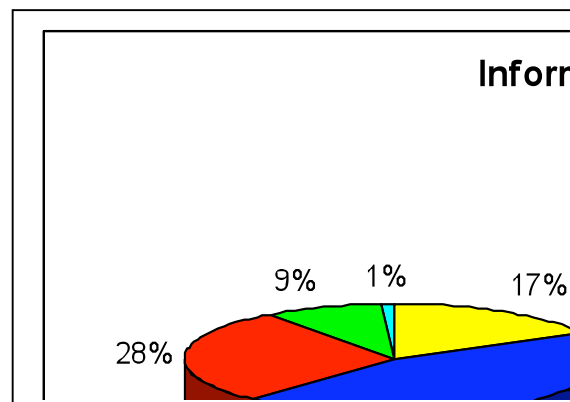
We also asked if the interviewees think about the environment while they do their shopping. Netherlands and Britain are neutral, Belgium is interested in the environment and most of the French people don't care about environmental topics. Although the French people don't really think about the environment they even so buy recycling-products.



All of the persons we asked know that their consumption influences our environment in a bad way but not all of them think that changing their shopping behaviour helps the environment.

We found out that the protection of the environment is an important issue in all of these four countries especially recycling, energy and pollution. These topics are discussed very often at school and in the media. This shows that the countries want to inform the people about what they do and how they could behave better.

Where do the interviewees get information about the environment:



We asked for ideas how to stop pollution and the interviewees suggested to use bikes or public transport for not to produce as much CO² as you would produce if you went by your own car. Other ideas were making less garbage, build no more factories, use solar energy and so on.

In the end we found out that all of the four countries are informed well about the topic. Although the results for each country vary in some points it's good to see that they are all worried about saving the environment from pollution and that they all want to change something.



Geschwister-Scholl-Gymnasium
fundierte Bildung | Zivilcourage | soziale Kompetenz



We think it was a really good survey because, on the Christmas market we talked English most of the time and so we trained us to talk English to people who come from different countries. Now we know a little bit more how the other people think about the environment.

Anna-Lena Prill, Emily Zimmer, Julia Schenk 8a