

# Perceptions of Environment and Climate Change: Evidence from the Born in Bradford Age of Wonder Study 2023 - 24

## Overview

The Born in Bradford Age of Wonder study is one of the largest, most comprehensive longitudinal research studies of teenagers in the UK. This summary explores new findings on teenagers' perceptions of air quality, climate change, and local environment, based on survey responses from 8,466 secondary school pupils aged 12–15 in Bradford.

## Methodology Note

### Quantitative component:

The quantitative measures include pupils' attitudes towards the environment and climate change, and a set of small-area environmental indicators available for a subset of 2,752 pupils. The indicators cover nitrogen dioxide (NO<sub>2</sub>) concentrations, exposure to fine particulate matter (PM<sub>2.5</sub>), and the accessibility of green spaces.

### Qualitative component:

Semi-structured interviews and focus group discussions with 115 adolescents, exploring their feelings about the future of the environment, climate change and air quality in Bradford.

### Sample characteristics

**62%** Living in the most deprived quintile of neighbourhoods nationally

Pakistani British **40%**

White British **35%**

Other **25%**

## Significance of Research

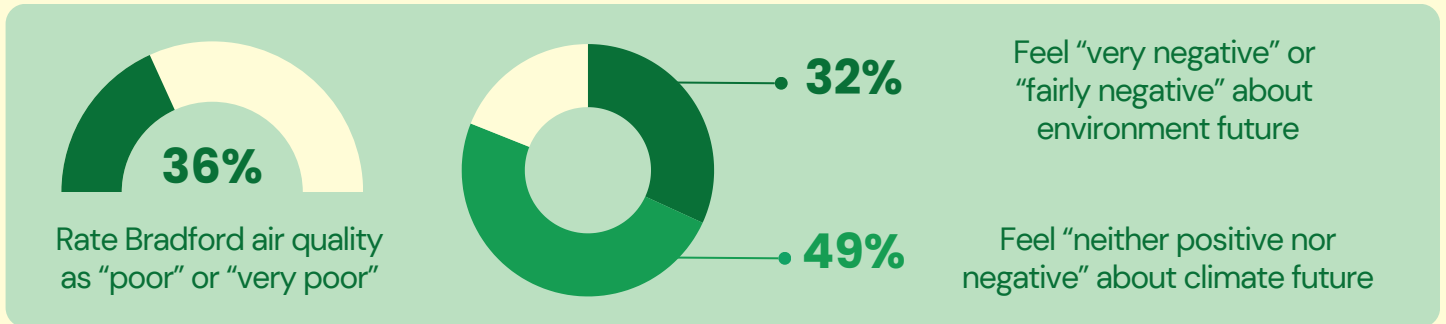
Young people's consistent identification of **schools as key sites for climate action** supports DfE engagement.

This study demonstrates **the value of linking self-report data with environmental indicators.**

Born in Bradford's ongoing cohort offers a **unique platform for evaluating if interventions** (like Clean Air Zones) change perceptions and health outcomes over time.

# Key Findings

## Perceptions of air quality and climate



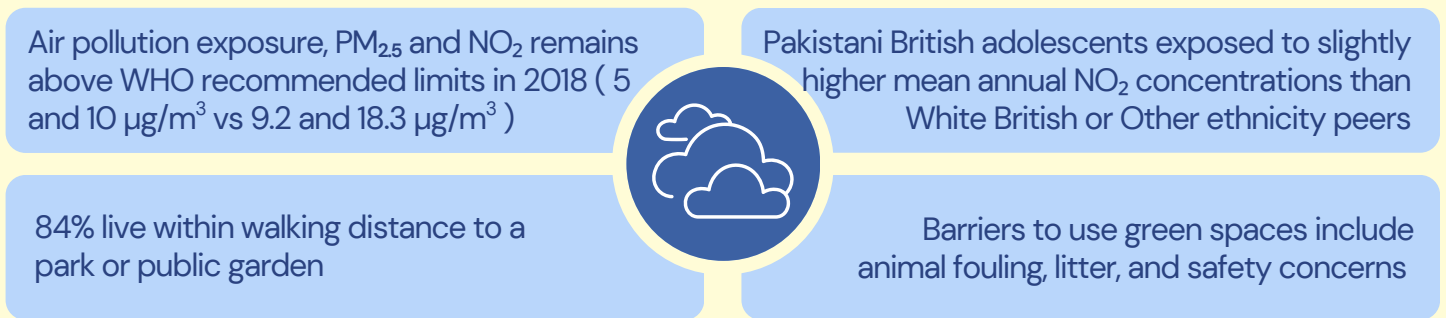
**Litter** was the most frequently mentioned issue across all groups, affecting wellbeing and pride in place.

Despite climate change concerns, many remain hopeful:

*"I think people need to realise that there's still hope left and still we can make changes"*

- Female, White British, 14 years old

## Environmental inequalities



## What young people want

