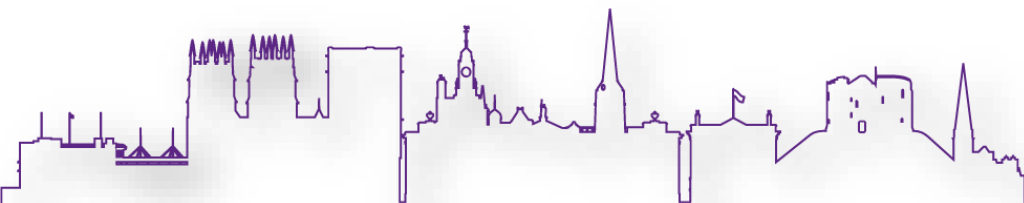




# Our Big Conversation Resident Survey Results Extra Analysis from Climate Change Scrutiny Meeting





# Our Big Conversation – York’s Carbon Reduction and Climate Change Strategy

Thinking about the areas listed above you have not yet acted on, which, if any, of the following are preventing you from taking action to reduce your carbon footprint?

## Profile of respondents who considered cost to be a barrier

- Cost is a factor for 55% of residents who have not yet taken action to reduce their carbon footprint
- Respondents for whom cost was a barrier to reducing their carbon footprint were more likely than average to be:
  - Unemployed or working full-time
  - Aged 16-55

What is the current nature of your employment?		Your age: (please select the appropriate range)		Your Gender:		Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?		Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?	
Working full-time	<b>64%</b>	16-24	<b>70%</b>	Female	<b>53%</b>	Yes	<b>49%</b>	Yes	<b>51%</b>
Working part-time	<b>60%</b>	25-39	<b>67%</b>	Male	<b>56%</b>	No	<b>55%</b>	No	<b>59%</b>
Business owner / self-employed	<b>34%</b>	40-55	<b>59%</b>	Non-binary/ Gender Variant	<b>50%</b>	Prefer not to say	<b>68%</b>	Prefer not to say	<b>52%</b>
Retired	<b>44%</b>	56-59	<b>47%</b>	Prefer not to say	<b>43%</b>	<b>NET</b>	<b>100%</b>	<b>NET</b>	<b>100%</b>
Unemployed	<b>64%</b>	60-64	<b>48%</b>	<b>NET</b>	<b>100%</b>		<b>995</b>		<b>710</b>
Student (and not working)	<b>52%</b>	65+	<b>43%</b>		<b>970</b>				
<b>NET</b>	<b>100%</b>	Prefer not to say	<b>32%</b>						
	<b>1,305</b>	<b>NET</b>	<b>100%</b>						
			<b>996</b>						

# Our Big Conversation – York’s Carbon Reduction and Climate Change Strategy

## What other actions could individuals take to support the city’s zero carbon ambition?

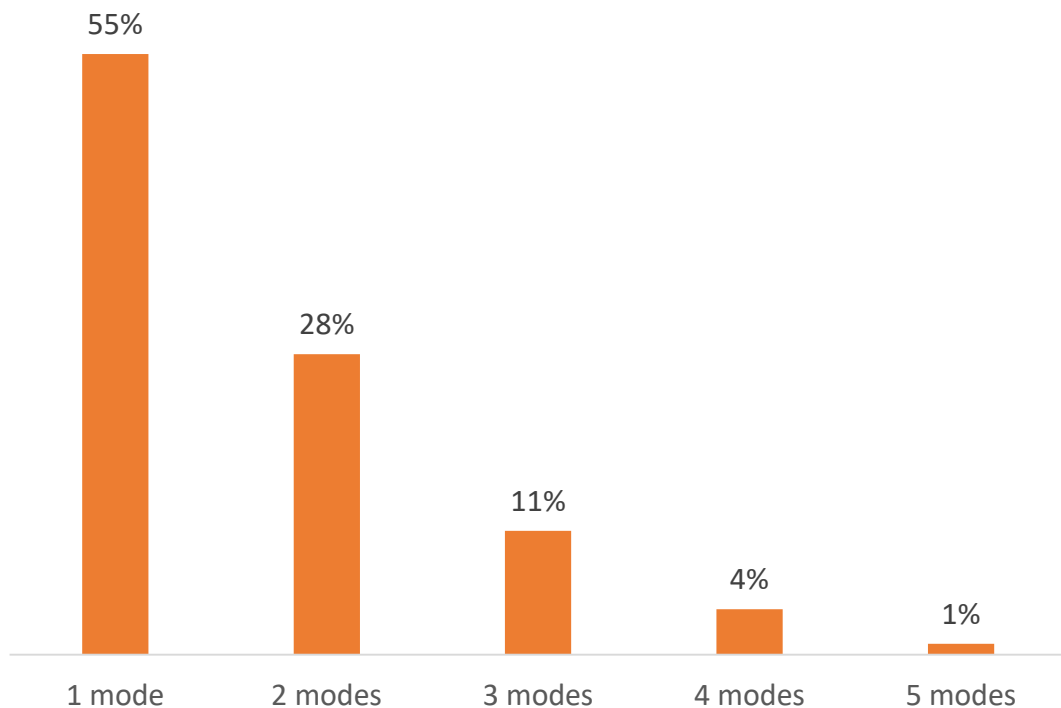
Comments about refill / deposit schemes	
Promote milk delivery in glass bottles? Give help to make suppliers to do this. More refill opportunities for cleaning products. significant cost reduction using own (takeaway) drink containers, food waste collections	Female aged 65+
Demand more refillables from big retailers	Male aged 65+
Shop locally, use 'refill' stations to reduce single use plastic    Recycling bins in city centre	Female aged 25-39
Individuals have very little impact on carbon: industries are the largest polluters and require regulatory action.    Ways CYC could encourage individual change include: deposit return bottle/glass scheme, clearer recycling guidelines i.e. Where does CYC export recycling to, and is it burnt in third world countries? Could it perhaps be more economical not to recycle certain products	Male aged 25-39
Definitely use of public transport and reducing waste- would be good to have points to fill up your water bottle	Female aged 16-24
Comments about reusing	
RE-USE AND RECYCLE FURNITURE AND CLOTHING	Female aged 65+
Every little helps...no action is too small e.g. reusable shopping bags and water bottles. Go vegan!!!	Female aged 65+
Reuse and repair	Male aged 65+
CONSUME LESS- REUSE MORE- MAXIMUM 2 CHILDREN PER FAMILY	Female aged 60-64
Reduce Reuse Recycle - especially plastics    Shop local, not online.    Minimise car journeys e.g. plan all errands for one trip rather than several.	Female aged 40-55
Fly less.    Drive electric.    Insulate their homes.    Wear clothes to last.    Lobby yourselves and Westminster.    Walk & cycle more.    Cut food waste.    Repair & reuse goods.    Dial down the thermostat.    Eat more plants and eat seasonally.    Switch their energy provider.    Get some solar panels.    Encourage friends, family and colleagues to be more green.	Male aged 25-39
Recycling effectively and making use of teracycle and recycling points. Additionally, parents to be to have incentives to use reusable nappies through council.	Age and gender not provided

# Our Big Conversation – York’s Carbon Reduction and Climate Change Strategy

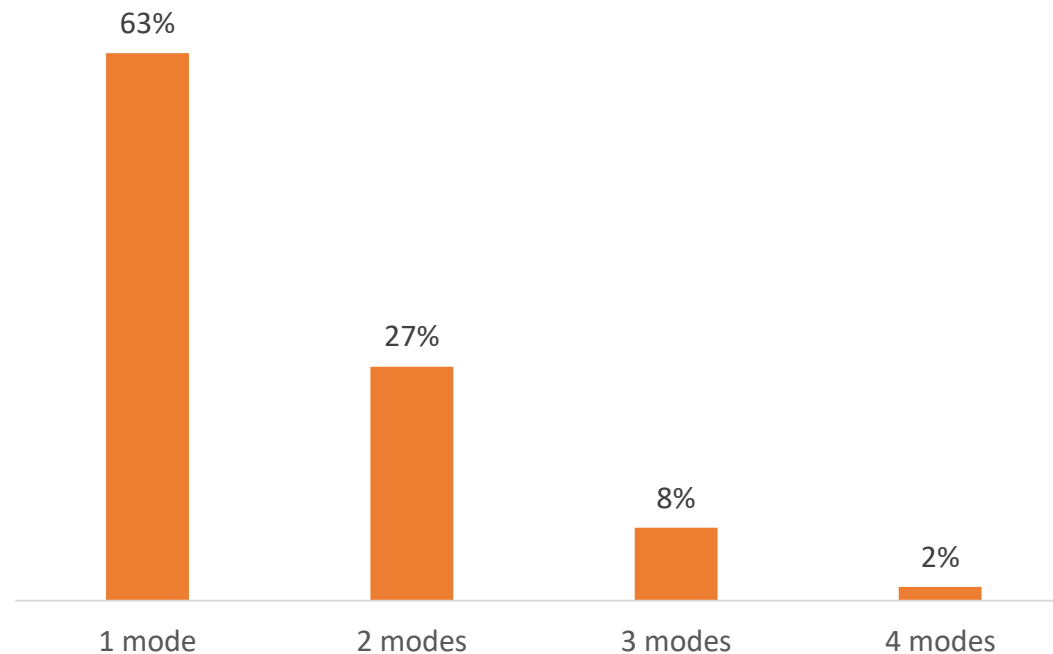
Which modes of transport do you currently use for each of the following activities? Travelling to your usual place of work / study  
Base sizes in brackets (All using at least one method, excluding “other” and “not applicable responses”)

- Just over half of residents use one mode of transport to get to their place of work/study, while just over 1 in 4 use 2 modes. Walking, followed by driving or cycling were the most popular methods used
- Amongst residents using two modes of sustainable transport to get to their place of work/study, walking and cycling were the most frequently mentioned combination.

Number of modes of transport used to get to work/study  
(Base = 816)



Number of modes of used to get to work/study by those ONLY using sustainable transport  
(i.e. Walking/Cycling/Bus/Rail/Park & Ride/E-scooter)  
(Base = 382)



# Key Demographic Differences



# Our Big Conversation – Key differences by gender

## Females are significantly more likely than males to:

### Climate Change

- Agree with the ambition for York to become a zero carbon city by 2030, 86%
- Agree City of York Council should employ carbon offsetting, 60%
- Have already made changes to their purchasing habits to reduce their carbon footprint, 74%

### Economic situation and skills

- Say “I could handle a major unexpected expense” **does not** describe them well, 22%
- Say a guaranteed job or employment opportunity is very/quite important when choosing a training course, 68%, while flexibility - being able to fit the course around other commitments - is very important, 53%

### Transport

- Say they have not cycled in the last year, 50%
- Prefer to walk when shopping for small items, 58%, or going to work, 34%
- Say the road networks meet their needs very/quite well, 53%
- Have helped ease congestion by reducing the number of trips they take, 82%, but have not and do not plan to hire an e-bike/e-scooter, 92%, or cycle, 50%
- Say well lit walking routes at night, 80%, more frequent bus services, 70%, a more extensive bus network, 69%, cheaper bus fares, 60%, and flexible multi-bus service ticketing, 53% would effectively encourage sustainable travel

### Demographics

- Be working part-time, 17%, and have a physical or mental health condition or illness lasting or expected to last 12 months or more, 28%

## Males are significantly more likely than females to:

### Climate Change

- Disagree City of York Council should employ carbon offsetting, 26%
- Feel that “delivered at best value” is an important objective for the Climate Change Strategy, 37%
- Have no plans to change their purchasing habits to reduce their carbon footprint, 18%

### Economic situation and skills

- Say “I could handle a major unexpected expense” describes them well, 77%
- Expect to work from home the same amount as before the pandemic, 21%
- Have not undertaken any form of work related training for more than 5 years, 33%

### Transport

- Expect to use their car less over the next five years, 41%
- Have cycled daily/several times a week in the last year, 41%
- Prefer to use a bike, 24%, or car, 16% when shopping for small items
- Say that electric vehicle charging points do not meet their needs, 18%
- Have helped ease congestion by turning off their car when stationary in traffic, 64%, travelling by bike, 52%, or switching to an electric/ hybrid vehicle, 11%. However, 21% have no plans to reduce the number of trips they take
- Feel the Groves low traffic neighbourhood trial has improved their experience of the city centre, 22%

### Demographics

- Be aged 65+(40%) and retired (43%)

# Our Big Conversation – Key differences by age

## Under 40s are more likely than older age ranges to:

### Climate Change

- Agree strongly that City of York Council should employ carbon offsetting, 35%
- Have not yet but plan in future to make improvements to their home, 44%, and reduce their amount of waste, 18%, to reduce their carbon footprint
- Say cost (68%), lack of infrastructure (39%) and lack of time (18%) are barriers to taking action to reduce their carbon footprint
- Be extremely/very concerned about flooding (76%) and loss of biodiversity, 73%

### Economic situation and skills

- Say “I am worse off financially than I was 12 months ago” (46%) and “I could handle a major unexpected expense” (29%) describe them not very/not at all well
- Feel optimistic about the career prospects of their family, 49%
- Work part-time because appropriate full-time work was not available, 25%
- Be interested in starting their own business, 26%
- Say flexibility - being able to fit the course around other commitments (87%), professional accreditation (78%), a guaranteed job or employment opportunity (76%) and no financial cost to self (73%) are very/quite important when choosing a training course

### Transport

- Cycle, 58%, walk, 41%, or take the bus, 38%, to their usual place of work/study
- Travel in a petrol/diesel/hybrid car (as a passenger), 76% or walk, 66%, to entertainment
- Walk to parks and open spaces, 95%, compared to over 60s
- Make less than a fifth of their journeys by car, 39%. However, they are also more likely to expect to drive more in the next five years, 25%
- Prefer to walk when shopping for small items, 62%, or visiting friends/relatives locally, 49%
- Say walking routes meet their needs, 77%
- Plan to help ease congestion by hiring an e-bike/e-scooter, 14%
- Say cost (37%) and no regular bus service (34%) are barriers to taking sustainable transport

### Demographics

- Be working full-time, 71%, unemployed, 6%, or a student (and not working), 6%



# Our Big Conversation – Key differences by age

## Respondents aged 40-59 are more likely to:

### Climate Change

- *No significant differences compared to older or younger age groups*

### Economic situation and skills

- Be shopping online more than before the pandemic, 72%
- Disagree they feel optimistic about the career prospects of their family, 25%
- Work part-time to improve work/life balance, 51%, or to make time for caring responsibilities, 38%

### Transport

- Cycle to parks and open spaces, 81%
- Not used a bus in the last year, 46%
- Say they would prefer to travel by bike to work, 35%, to visit friends/family locally, 31%, when shopping for small items, 26%, or for leisure or entertainment trips, 22%
- Say cycling routes meet their needs, 42%
- Help ease congestion by turning off their car when stationary in traffic, 66%, or travelling by bike, 54%

### Demographics

- Be working part-time, 17%, or be a business owner / self-employed, 13%

## Respondents aged 60+ are more likely to:

### Climate Change

- Feel that “delivered at best value” is an important objective for the Climate Change Strategy, 36%
- Have already made improvements to their home, 65%, to reduce their carbon footprint
- Cite not knowing how / lack of information, 25%, as a barrier to taking action to reduce their carbon footprint

### Economic situation and skills

- Not have access to the internet at home, but can access it elsewhere, 4%
- Say “I could handle a major unexpected expense” describes them well, 82%, but have a neutral response to the statement “I am worse off financially than I was 12 months ago”, 47%

### Transport

- Cycle, 75%, take the bus, 58%, a taxi, 37%, or the train, 22%, to services
- Say they would prefer to travel by car to visit friends/relatives locally, 34%, and by bus for leisure or entertainment trips, 24%
- Say bus routes meet their needs, 55%
- Have helped ease congestion by taking public transport, 65%, or switching to an electric/ hybrid vehicle, 11%, but 24% have no plans to walk for more of their trips

### Demographics

- Be retired, 79%

# Transport — Mapping public transport use



# Our Big Conversation: York Postcode Map

- YO30**
- Bootham
  - Clifton
  - Skelton
  - Linton-On-Ouse

- YO32**
- Haxby
  - Huntington (North)
  - Wigginton
  - New Earswick
  - Stockton-on-the-Forest
  - Strensall

- YO26**
- Acomb
  - Upper Poppleton
  - Nether Poppleton
  - Green Hammerton

- YO31**
- Heworth
  - Huntington (South)
  - The Groves
  - Layerthorpe

- YO24**
- Acomb
  - Dringhouses
  - Rufforth

- YO10**
- Fishergate
  - Fulford
  - Heslington
  - Osbaldwick
  - Tang Hall

- YO23**
- South Bank
  - Bishopthorpe
  - Copmanthorpe
  - Rufforth

- YO19**
- Dunnington
  - Escrick
  - Wheldrake
  - Murton
  - Riccall
  - Stillingfleet
  - Warthill

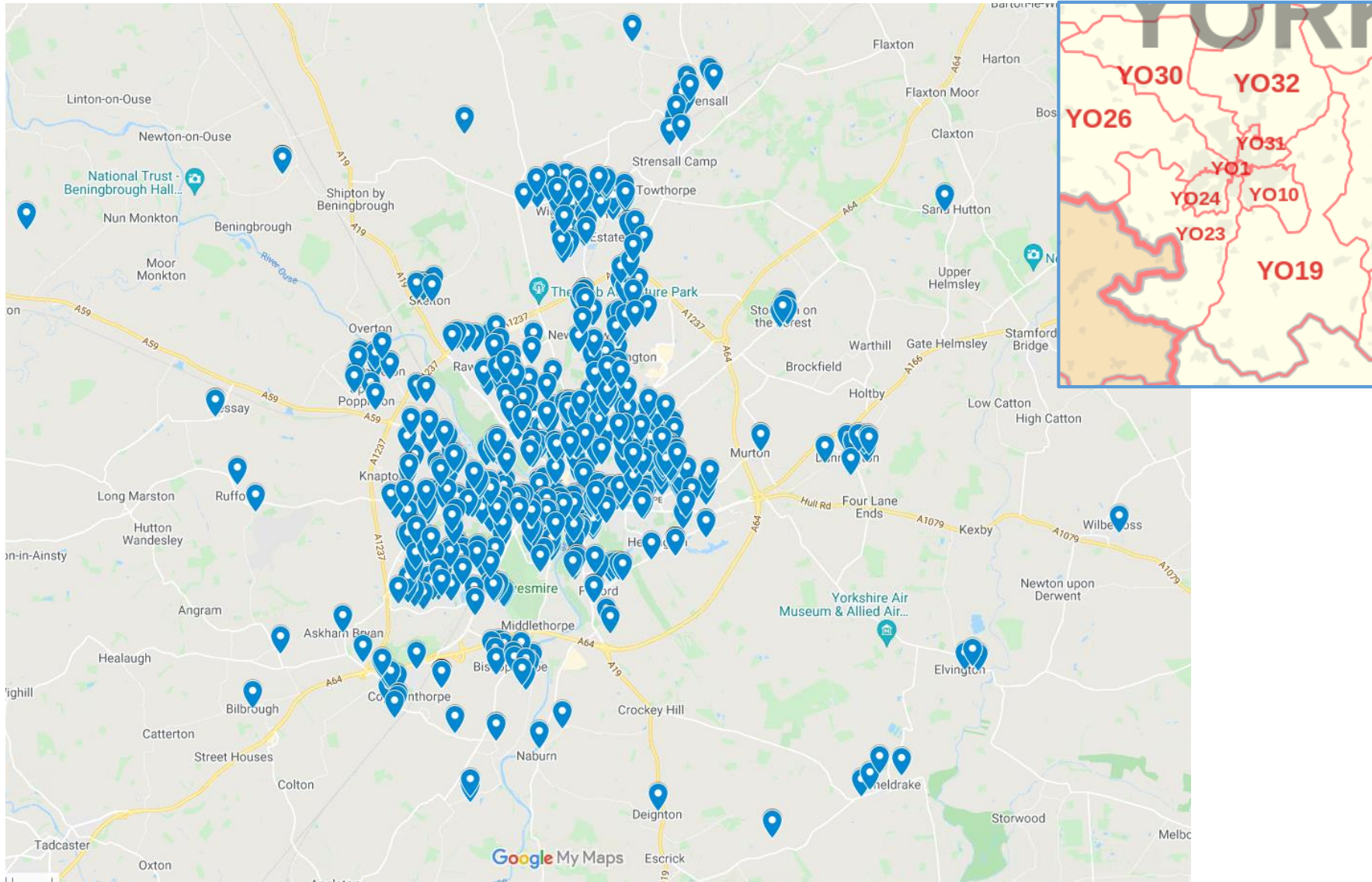


# Our Big Conversation – Transport Strategy: Bus used

Which modes of transport do you currently use for each of the following activities?

Postcodes of residents who used the bus for at least one of the following: Work / Services / Entertainment / Parks and open spaces

(Base: 308 postcodes)



- Residents in **YO32** and **YO10** postcodes are more likely than average to use a bus for at least one of the reasons mentioned, while residents in **YO23** and **YO30** are less likely than average

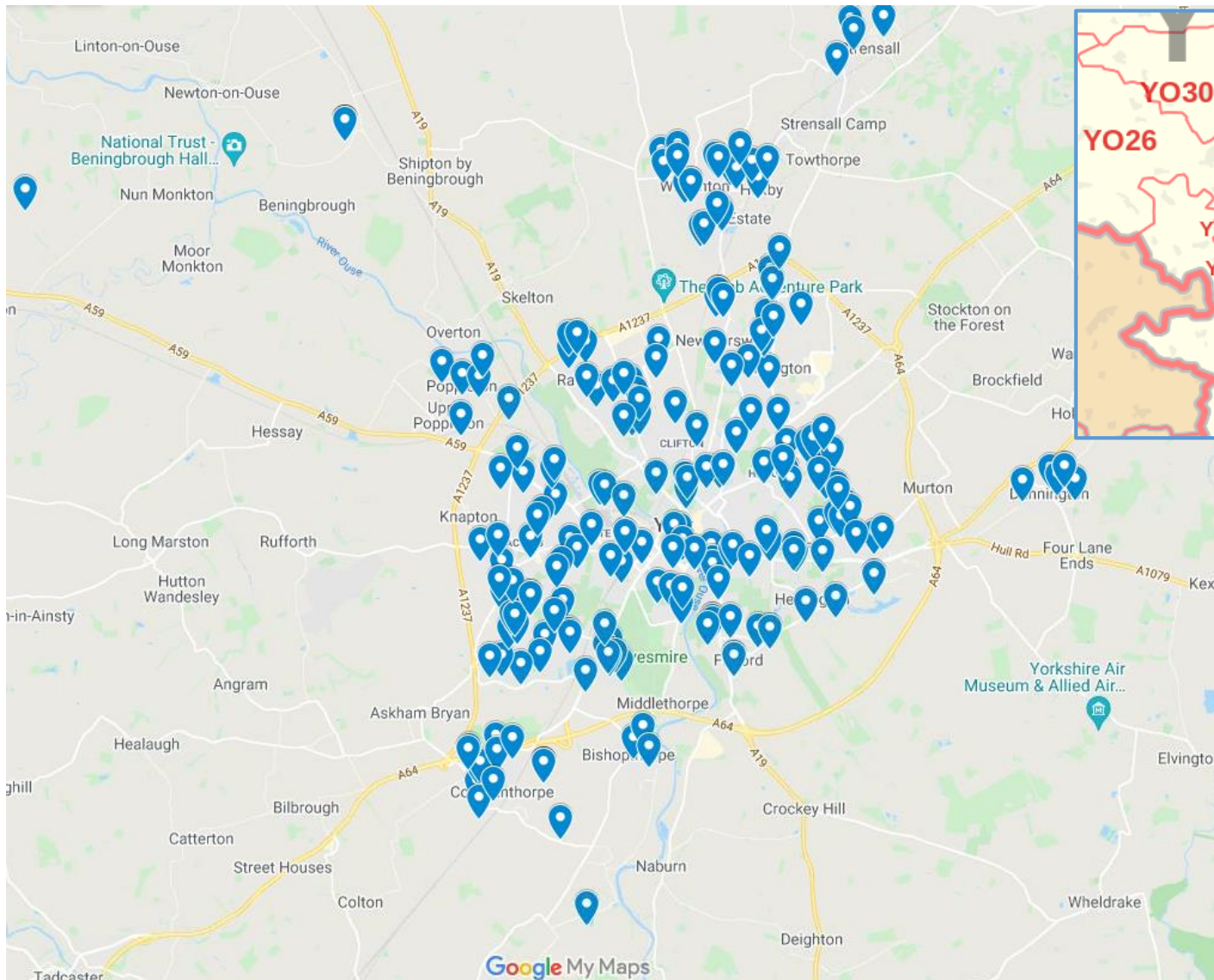
Postcode	Used bus for at least one activity (308)	Total sample (1071)
YO32	19% <span style="color: green;">▲</span>	15%
YO10	16% <span style="color: green;">▲</span>	13%
YO24	16%	15%
YO31	15%	16%
YO23	11% <span style="color: red;">▼</span>	13%
YO26	8%	8%
YO30	7% <span style="color: red;">▼</span>	12%
YO19	4%	3%
YO1	3%	3%

# Our Big Conversation – Transport Strategy: Mapping Bus Use

How often have you used these modes of transport in the last year?

Postcodes of residents who used the bus daily / several times a week / several times a month in the last year

(Base: 230 postcodes)



- Residents in **YO32**, **YO24** and **YO10** postcodes are more likely than average to have used a bus regularly in the last year, while residents in **YO31**, **YO23** and **YO30** are less likely than average

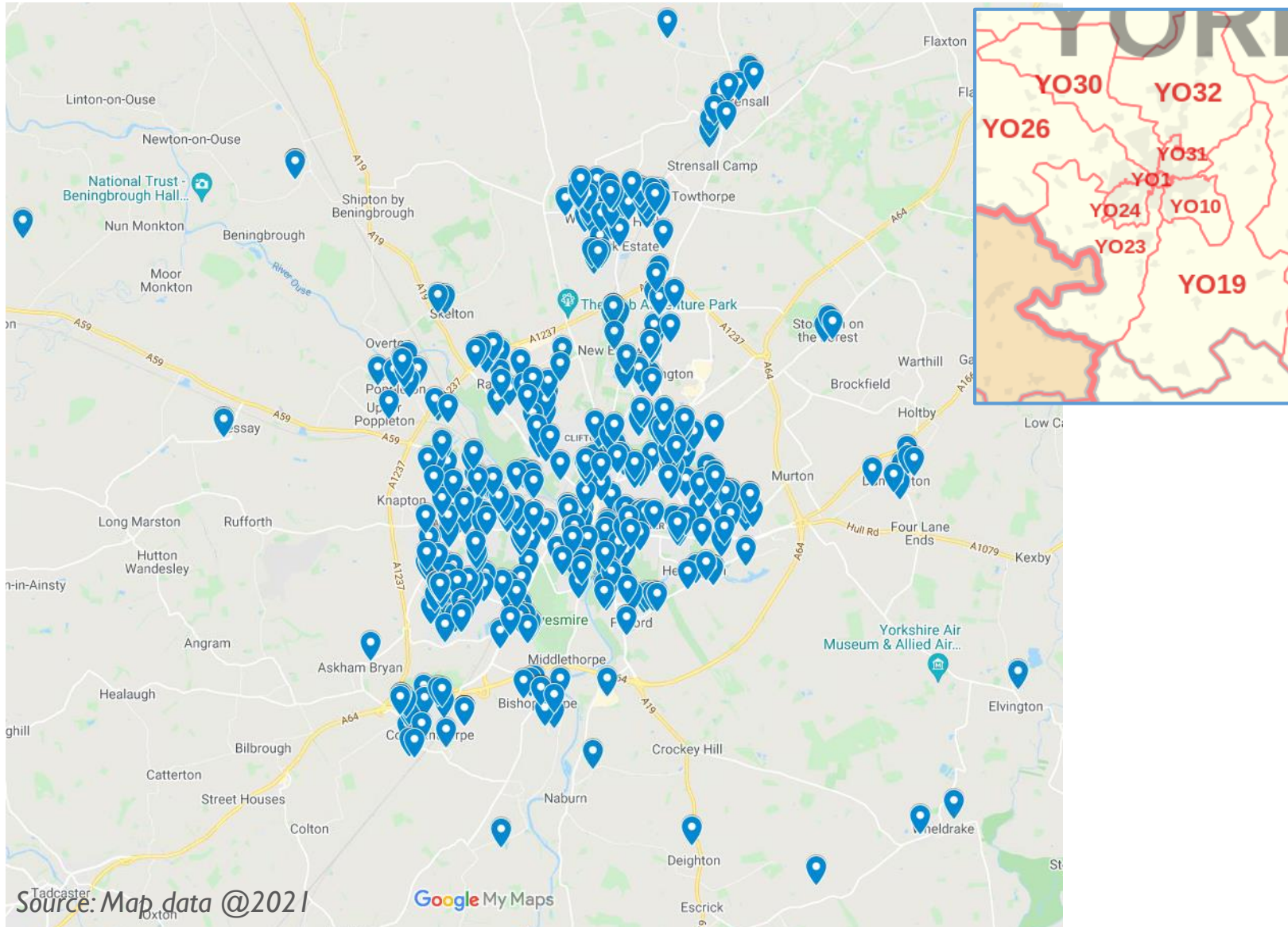
Postcode	Used bus daily/ several times a week/ several times a month (230)	Total sample (1071)
YO32	19% <span style="color: green;">▲</span>	15%
YO24	17% <span style="color: green;">▲</span>	15%
YO10	16% <span style="color: green;">▲</span>	13%
YO31	13% <span style="color: red;">▼</span>	16%
YO23	11% <span style="color: red;">▼</span>	13%
YO30	10% <span style="color: red;">▼</span>	12%
YO26	9%	8%
YO1	3%	3%
YO19	3%	3%

Source: Map data @2021

Also Driffield (not shown on map) 13

# Our Big Conversation – Transport Strategy: Opinions of Bus Routes

In general, how well do you feel the following transport systems in York meet your needs?  
 Postcodes of residents who said bus routes meet my needs very/quite well  
 (Base: 484 postcodes)



- Residents in **YO32, YO24, YO10** and **YO26** postcodes are more likely than average to say that the bus routes in York meet their needs very or quite well, while residents in **YO31, YO23** and **YO30** are less likely than average

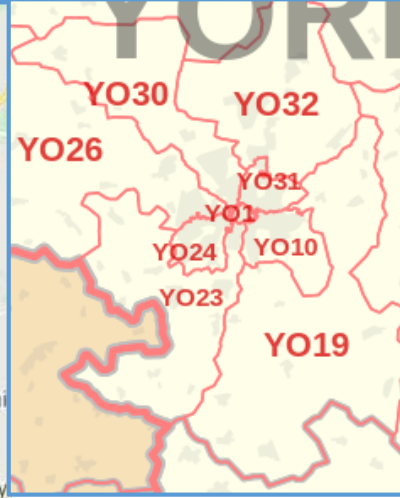
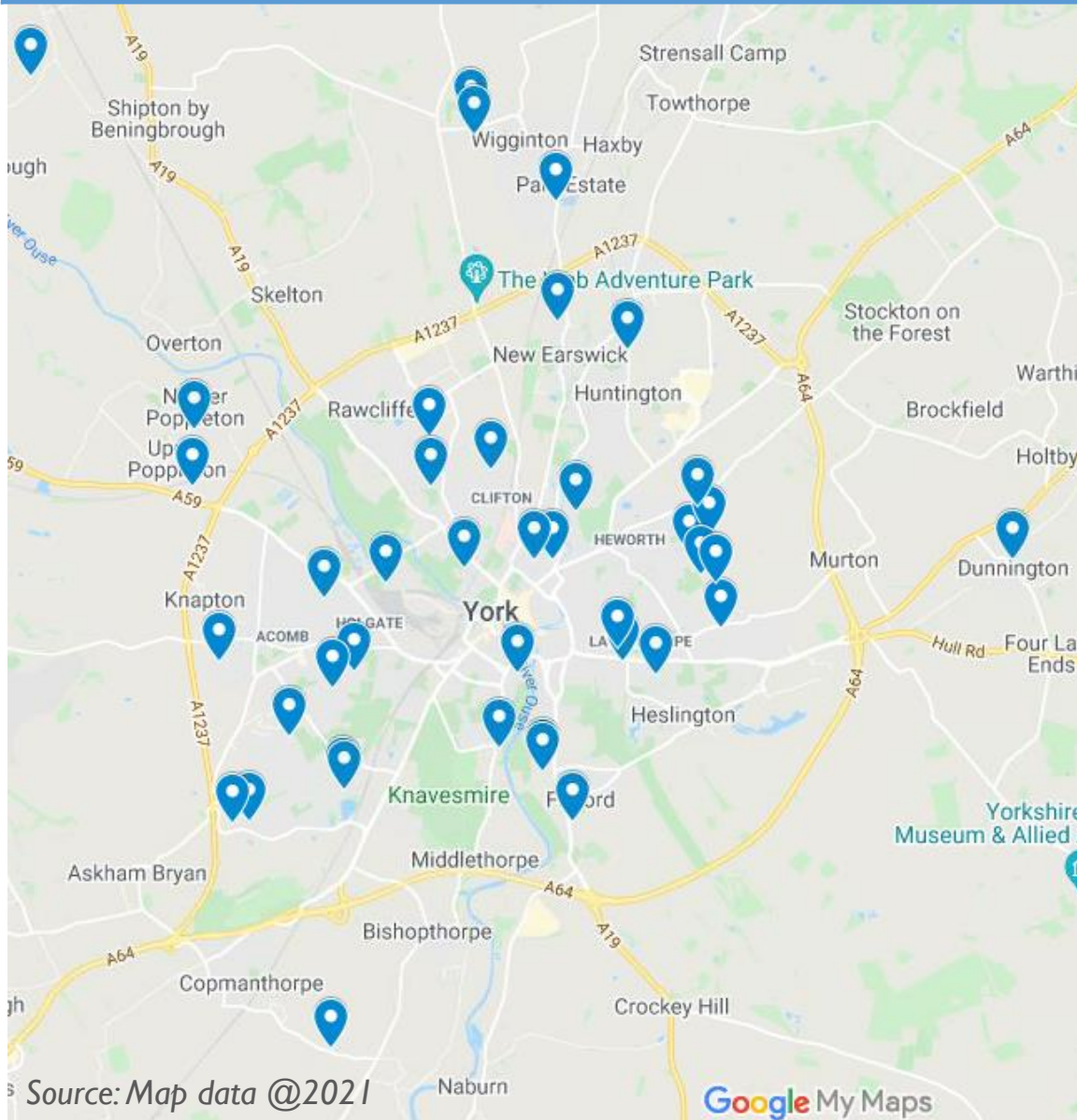
Postcode	Bus routes meet my needs very/quite well (484)	Total sample (1071)
YO32	17% <span style="color: green;">▲</span>	15%
YO24	17% <span style="color: green;">▲</span>	15%
YO10	15% <span style="color: green;">▲</span>	13%
YO31	14% <span style="color: red;">▼</span>	16%
YO23	11% <span style="color: red;">▼</span>	13%
YO26	10% <span style="color: green;">▲</span>	8%
YO30	8% <span style="color: red;">▼</span>	12%
YO1	4%	3%
YO19	4%	3%

Source: Map data @2021

Google My Maps

# Our Big Conversation – Transport Strategy: Opinions of Bus Routes

In general, how well do you feel the following transport systems in York meet your needs?  
 Postcodes of residents who said bus routes meet my needs not very/ not at all well  
 (Base: 248 postcodes)



- Residents in **YO23** are more likely than average to say that bus routes in York meet their needs either not very or not at all well, while residents in **YO32**, **YO24** and **YO10** are less likely than average

Postcode	Bus routes meet my needs not very/ not at all well (248)	Total sample (1071)
YO23	17% <span style="color: red;">▲</span>	13%
YO31	17%	16%
YO32	13% <span style="color: green;">▼</span>	15%
YO24	12% <span style="color: green;">▼</span>	15%
YO30	12%	12%
YO10	11% <span style="color: green;">▼</span>	13%
YO26	9%	8%
YO19	4%	3%
YO1	2%	3%
YO41	2%	1%

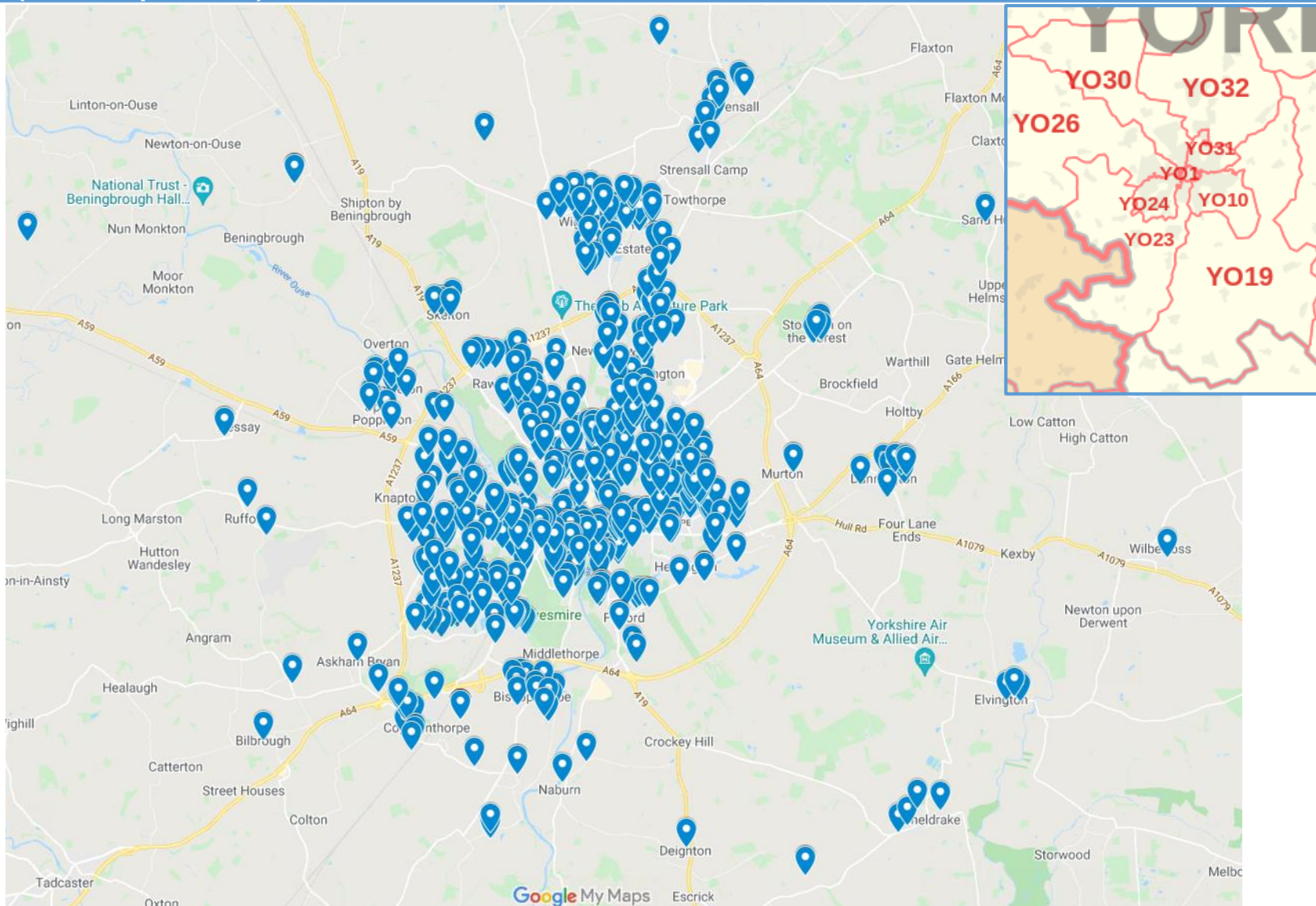
Also Beadlam, Driffeld, Green Hammerton, and Old Malton (not shown on map)

# Our Big Conversation – Transport Strategy: More extensive bus network


How effective would these measures be in encouraging sustainable travel?

Postcodes of residents who said a more extensive bus network would be very/quite effective

(Base: 668 postcodes)



- Residents in **YO30** are less likely than average to say that a more extensive bus network would be very/quite effective in encouraging sustainable travel

Postcode	More extensive bus network would be very/quite effective (668)	Total sample (1071)
YO32	16%	15%
YO31	16%	16%
YO24	15%	15%
YO10	14%	13%
YO23	12%	13%
YO30	10% 	12%
YO26	8%	8%
YO19	4%	3%
YO1	4%	3%
YO41	1%	1%

Source: Map data @2021

Also Beadlam, Goole, Minskip, Old Malton, Riccall, Sutton-on-the-Forest and Thorpe Willoughby (not shown on map)

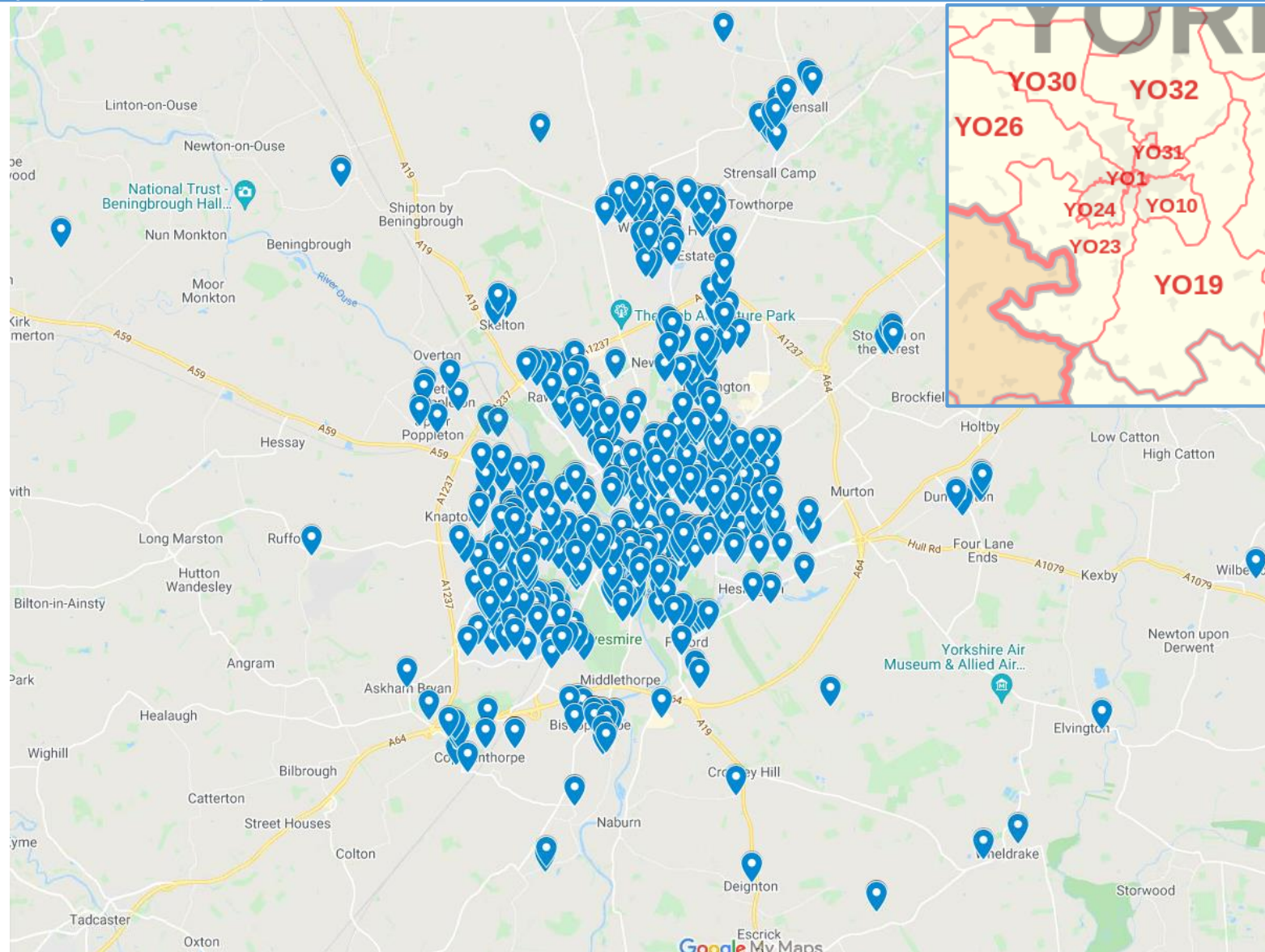


# Our Big Conversation – Transport Strategy: Cheaper bus fares

How effective would these measures be in encouraging sustainable travel?

Postcodes of residents who said cheaper bus fares would be very/quite effective

(Base: 577 postcodes)



- Residents in **YO31** are more likely than average to say that cheaper bus fares would be very/quite effective in encouraging sustainable travel, while residents in **YO30** are less likely

Postcode	Cheaper bus fares would be very/ quite effective (668)	Total sample (1071)
YO31	19% <span style="color: green;">▲</span>	16%
YO24	16%	15%
YO32	15%	15%
YO23	12%	13%
YO10	12%	13%
YO30	10% <span style="color: red;">▼</span>	12%
YO26	9%	8%
YO1	3%	3%
YO19	3%	3%

Source: Map data @2021

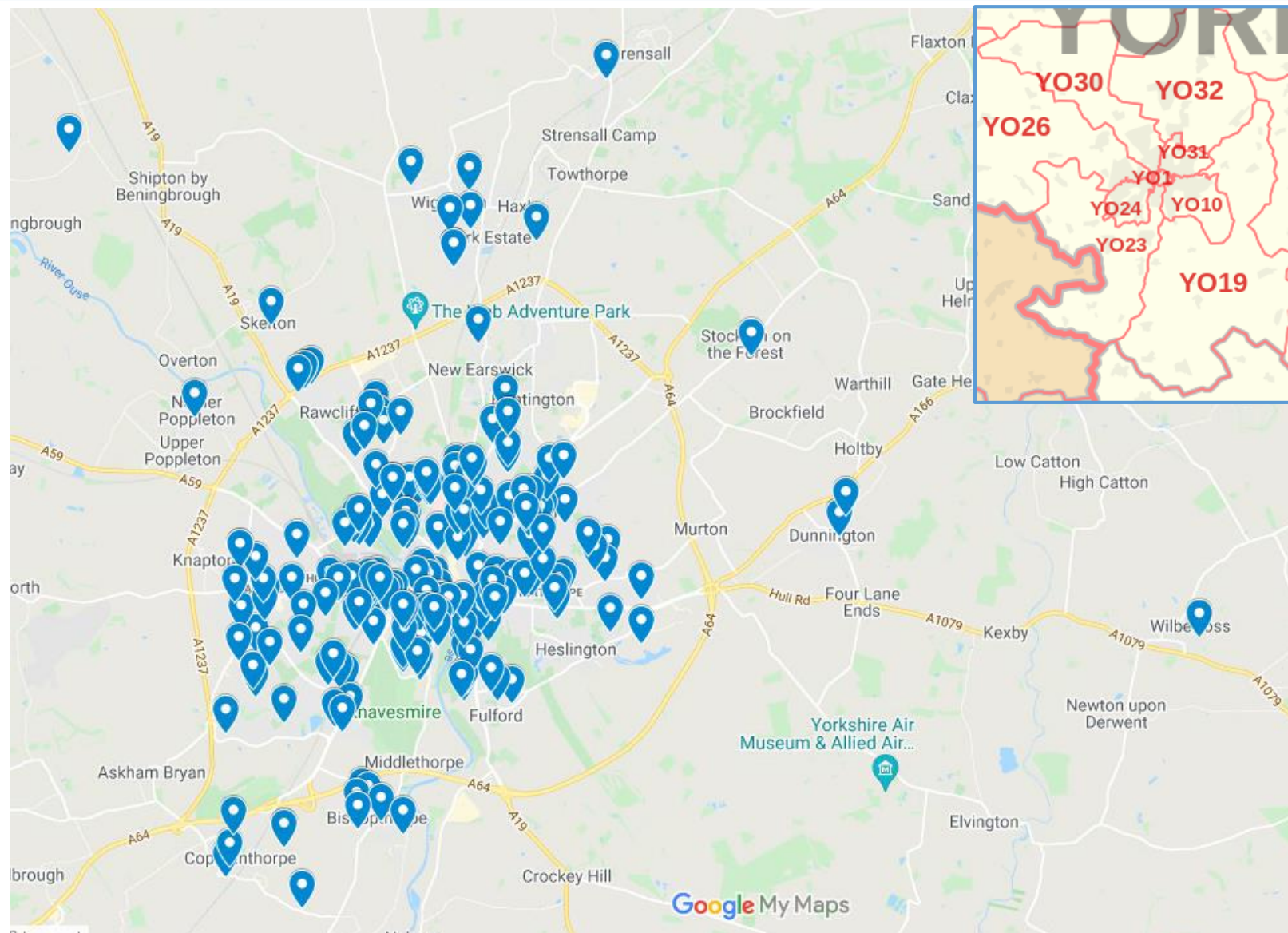
Also Goole, Minskip, Riccall, Sutton-on-the-Forest and Thorpe Willoughby (not shown on map)

# Transport — Mapping car use



# Our Big Conversation – Transport Plan

Approximately what percentage of your journeys are made by car?  
 Postcodes of residents who make less than a fifth of their journeys by car  
 (233 postcode responses)



- Residents in **YO10**, **YO24** and **YO1** are more likely than average to say that less than a fifth of their journeys are by car

Postcode	% less than a fifth of journeys by car	Total sample (1071)
YO10	18% <span style="color: green;">▲</span>	13%
YO24	18% <span style="color: green;">▲</span>	15%
YO31	17%	16%
YO23	15%	13%
YO30	13%	12%
YO1	6% <span style="color: green;">▲</span>	3%
YO26	6%	8%
YO32	6% <span style="color: red;">▼</span>	15%
YO19	1% <span style="color: red;">▼</span>	3%

Source: Map data@2021

# Our Big Conversation – Transport Plan

To what extent are you expecting your car use to change over the next five years? I am expecting to drive...

Postcodes of residents who expect their car use to remain the same over the next five years

(272 postcode responses)

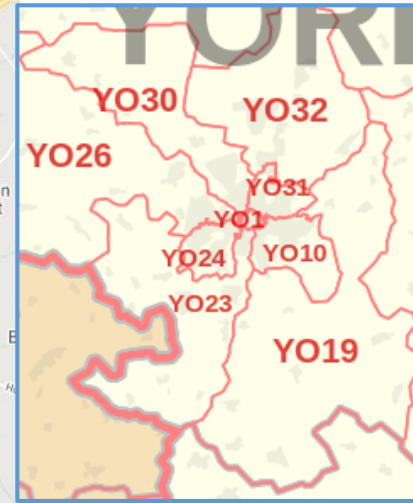
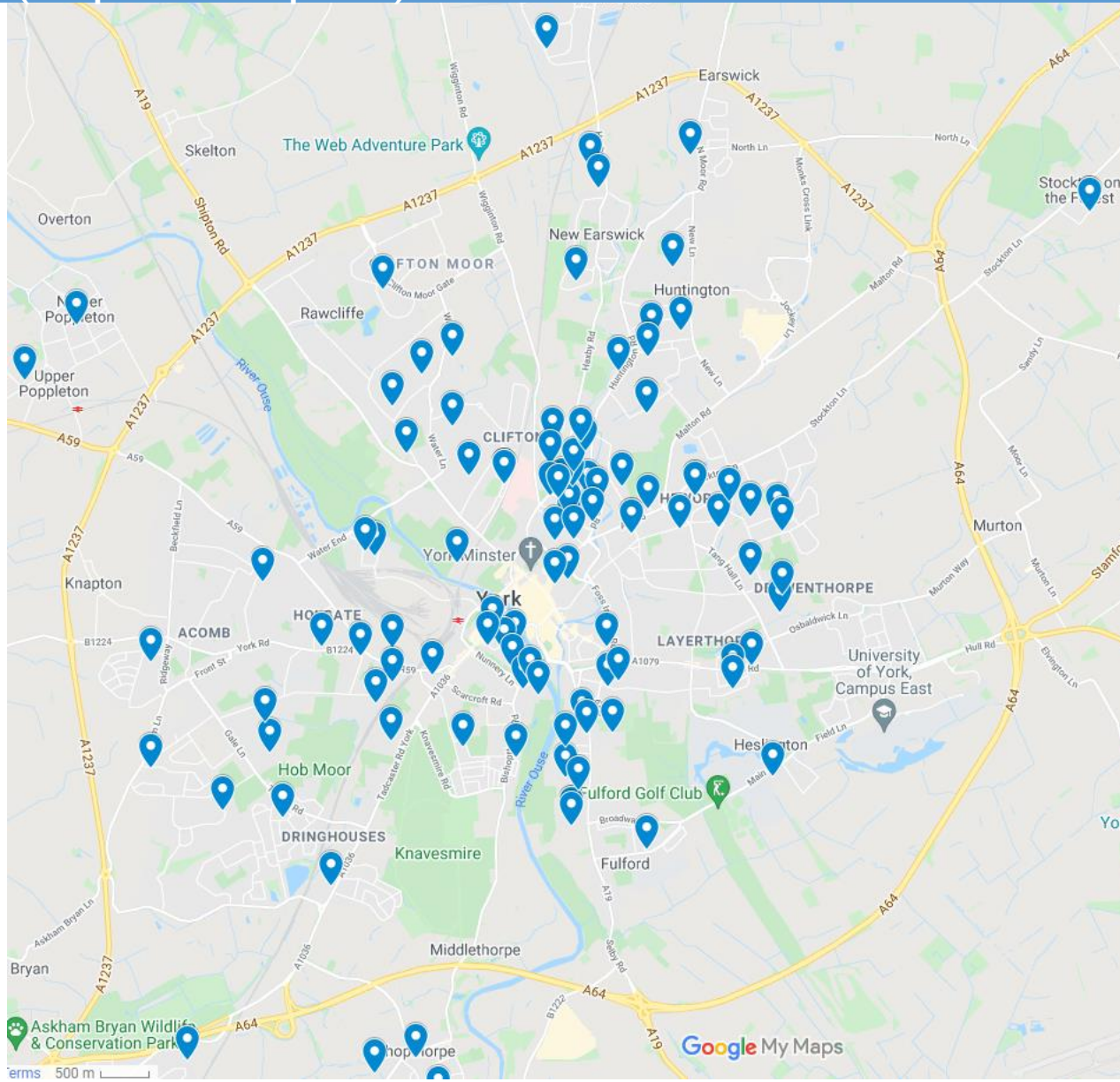


- Residents in **YO24, YO30** and **YO19** are more likely than average to say that they expect their car use to stay the same over the next five years

Postcode	% car use will say the same	Total sample (1071)
YO24	17% <span style="color: green;">▲</span>	15%
YO30	16% <span style="color: green;">▲</span>	12%
YO31	14% <span style="color: red;">▼</span>	16%
YO23	14%	13%
YO32	14%	15%
YO10	10% <span style="color: red;">▼</span>	13%
YO26	7%	8%
YO19	5% <span style="color: green;">▲</span>	3%
YO1	1%	3%

# Our Big Conversation – Transport Plan

If you have been to the city centre in the past year, to what extent have the following initiatives improved your experience?  
 Postcodes of residents who said The Groves low traffic neighbourhood trial had improved their experience  
 (123 postcode responses)

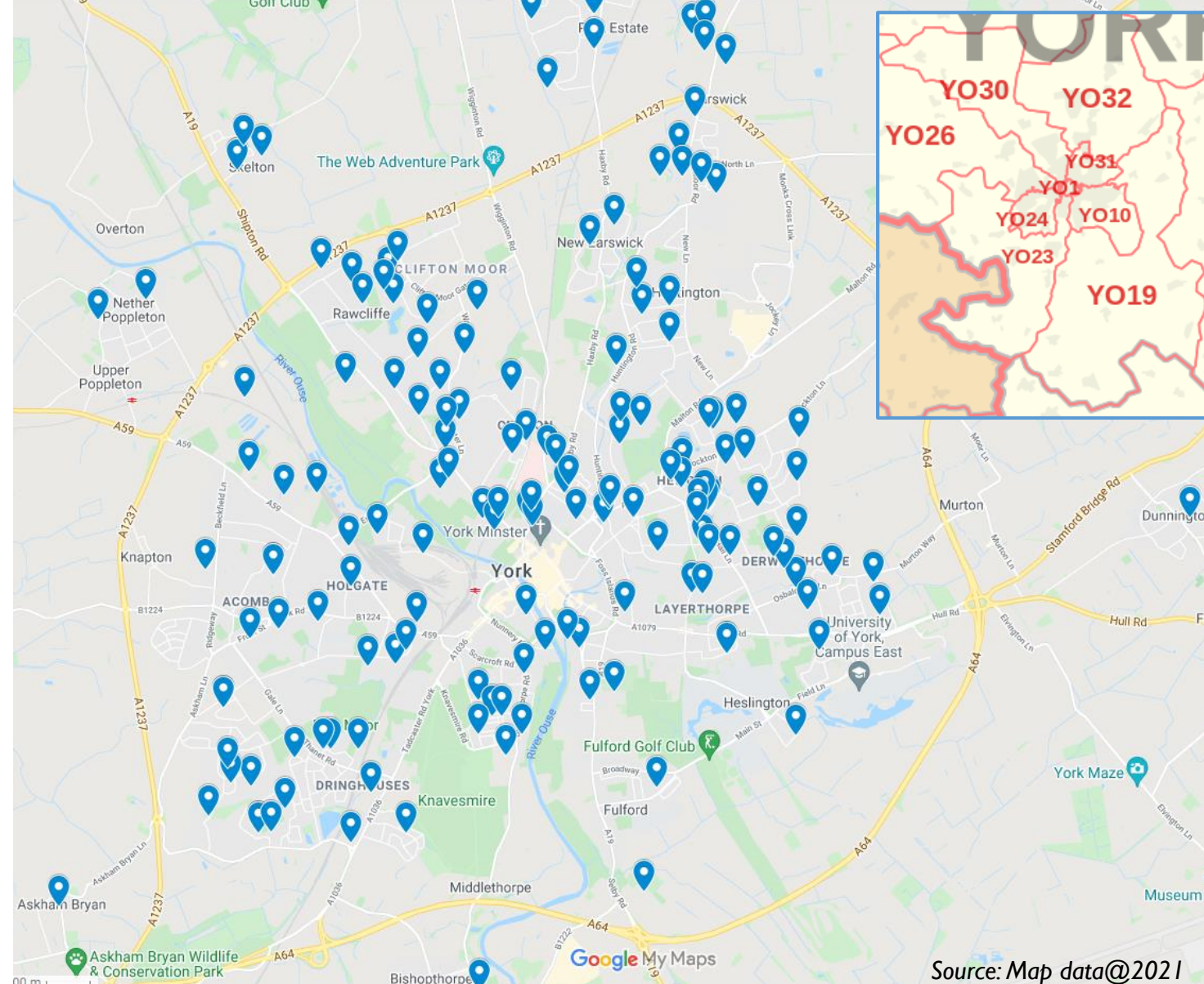


- Residents in **YO31, YO10** and **YO1** were more likely than average to say The Groves low traffic neighbourhood (LTN) trial had improved their experience of the city centre, while residents in other postcodes were less likely

Postcode	% experience improved	Total sample (1071)
YO31	32% <span style="color: green;">▲</span>	16%
YO10	15% <span style="color: green;">▲</span>	13%
YO32	14%	15%
YO24	11% <span style="color: red;">▼</span>	15%
YO30	10% <span style="color: red;">▼</span>	12%
YO23	8% <span style="color: red;">▼</span>	13%
YO1	7% <span style="color: green;">▲</span>	3%
YO26	5% <span style="color: red;">▼</span>	8%

# Our Big Conversation – Transport Plan

If you have been to the city centre in the past year, to what extent have the following initiatives improved your experience?  
 Postcodes of residents who said The Groves low traffic neighbourhood trial made their experience worse  
 (174 postcode responses)



- Residents in **YO31** were more likely than average to say The Groves LTN trial had made their experience of the city centre worse as well as better, indicating that residents in YO31 were more likely than average to have an opinion
- Residents in **YO30** were also more likely than average to say the Groves LTN had made their experience of the city centre worse, while residents in **YO10** and **YO23** were less likely

Postcode	% made experience worse	Total sample (1071)
YO31	25%	16%
YO30	18%	12%
YO24	14%	15%
YO32	14%	15%
YO10	10%	13%
YO26	7%	8%
YO23	7%	13%
YO19	3%	3%

Source: Map data@2021