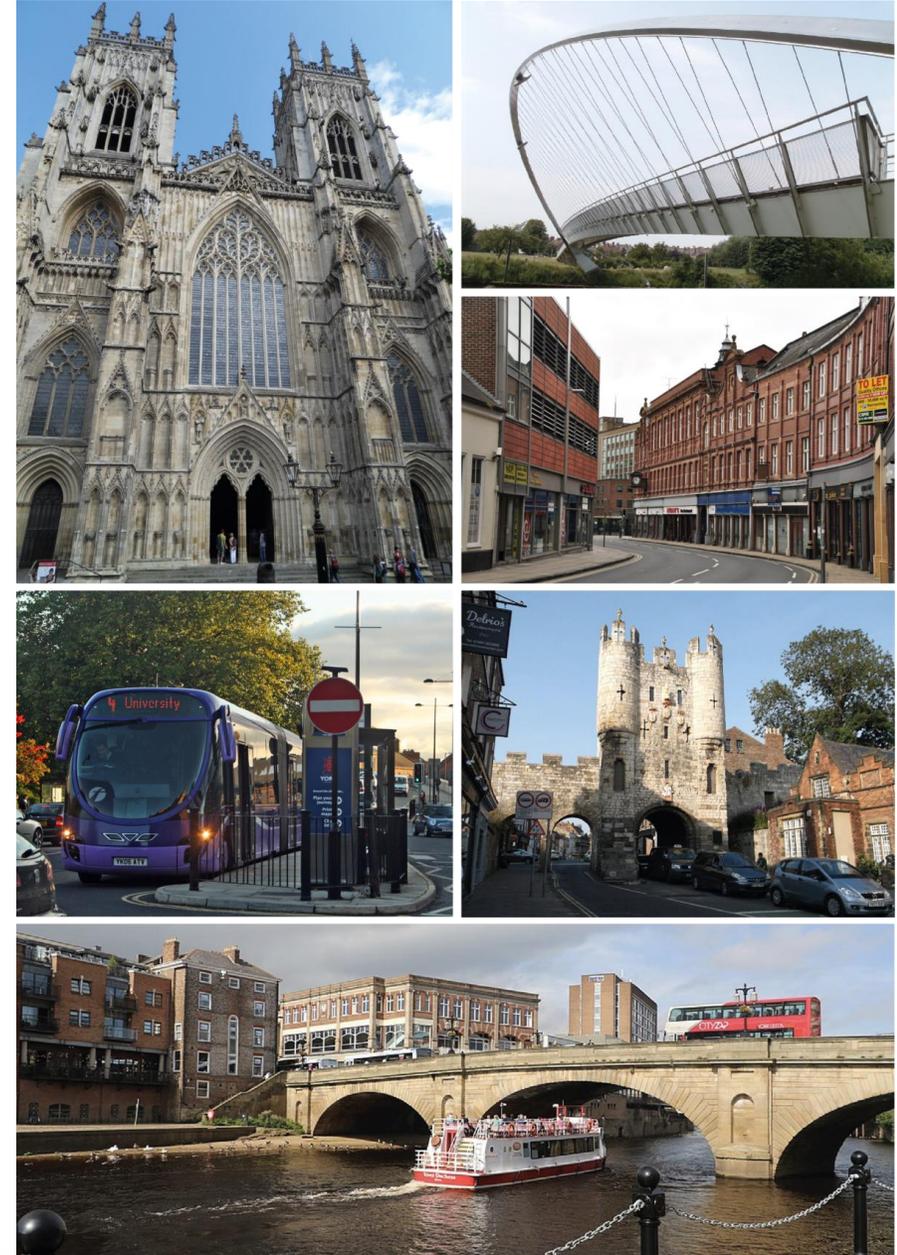
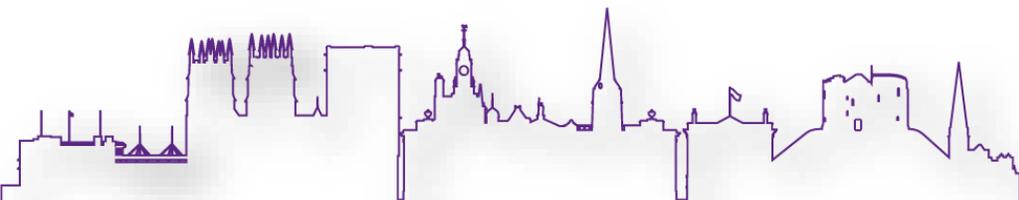




Our Big Conversation Resident Survey Results

Date of Main Report:
18th August 2021



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Executive Summary



Climate Change

- There is strong agreement with York's ambition to become a zero carbon city by 2030 (80% agree and 62% strongly agree)
- The top three objectives residents felt should be considered in York's climate strategy were: 1) Efficient and affordable transport system, 2) Improve health and wellbeing, 3) Fair and inclusive
- Just over half (56%) of York residents agree that CYC should employ carbon offsetting in order to achieve zero carbon by 2030
- The top three actions residents felt that we, as a city, should prioritise for supporting York's ambition were: 1) Increase recycling rates and make it easier to dispose of waste in a sustainable way, 2) promote the use of public transport, 3) reduce the amount of waste we produce
- To reduce their carbon footprint, residents are most likely to have already reduced the amount of waste they produce but least likely to have made improvements to their home.
- Cost is the primary barrier to carbon footprint reduction amongst residents (55%)
- More than 4 in 5 residents feel it is very important that National Government and large private business take responsibility for delivering zero carbon in York, as well as City of York Council
- Approximately 2 in 3 residents are concerned that the impacts of climate change in York will be flooding and loss of biodiversity

York's Economy

- Almost 2 in 3 residents (64%) are shopping online more now compared to before the pandemic
- 44% of working residents only worked from home during the pandemic, while a further 32% worked both from home and at their usual workplace (76% in total)
- 59% of working residents expect to work from home more in future compared to before the pandemic
- Almost 2 in 3 residents (65%) say they could handle a major unexpected expense, however, this is significantly lower amongst females and under 40s
- Under 40s are more likely to say that the statement “I am worse off financially than I was 12 months ago” doesn't fit them well, while over 60s are more likely to be neutral. Overall, a fifth of residents feel that the statement fits them well
- Working residents are more likely to agree that they feel optimistic about the security of their own job or business (64%), than they do about their future career prospects (53%) or the career prospects of their family (45%)
- Almost 1 in 5 working residents (18%) are interested in starting their own business. Lack of finance, time constraints/existing commitments and lack of confidence are the main factors that have prevented starting a business in the past
- More than 3 in 5 working residents (62%) say they have undertaken some form of work-related training within the last year

Transport

- 31% of York residents make less than a fifth of their journeys by car, while 8% of York residents do not drive at all
- Under 40s are much more likely to make less than a fifth of their journeys by car (39%), but are also more likely to expect their car use to increase over the next five years (25%)
- The highest proportion of residents, 43%, are not expecting their car use to change over the next five years. Over a third, 34%, are expecting to use their car less, especially males (41%)
- Residents would generally prefer to walk wherever possible, unless visiting friends/relatives longer distance or shopping for heavy items, in which case they would far rather travel by car
- Residents show greatest preference for using a bus when it is for a leisure/ entertainment trip (e.g. cinema, restaurants)
- York residents felt that the top three most serious transport related issues in York are: 1) congestion, 2) local air pollution from traffic and 3) impact of transport on climate change
- Overall, the top three measures that residents felt would be most effective in encouraging more sustainable travel in York were: 1) Well lit walking routes at night, 2) Dedicated walking routes away from busy roads, 3) Safer cycling routes

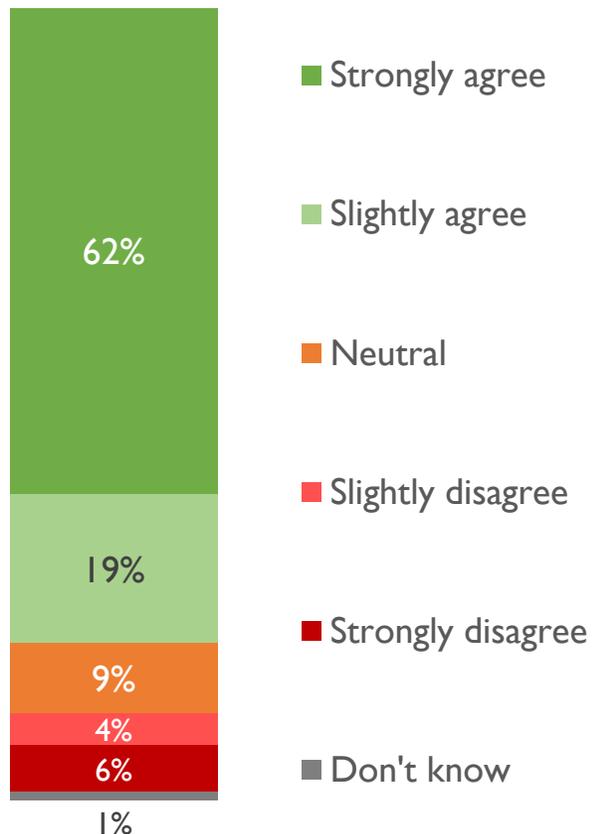
Carbon Reduction and Climate Change



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

- Overall, 80% agree with the ambition for York to become a zero carbon city by 2030, while 62% strongly agree
- Although the majority agreed with the ambition, many wondered whether it was achievable, or felt it should not be achieved at any cost, particularly at the expense of more vulnerable people or other city priorities
- Investment in public and active transport in order to encourage reduced car use was the most frequently mentioned way carbon reduction might be achieved

How strongly do you agree with the ambition for York to become a zero carbon city by 2030? (1,765 responses)



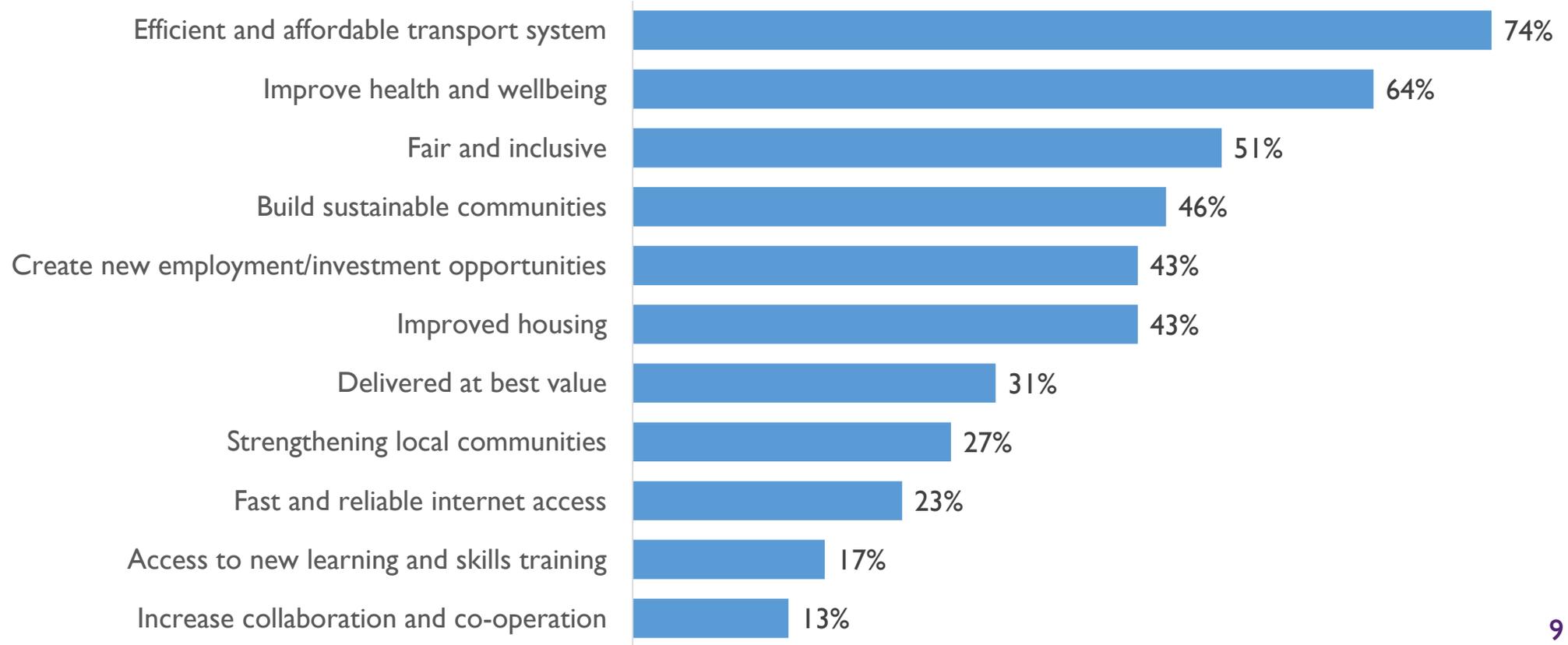
Do you have any comments about York’s zero carbon ambition? (724 comments)

Agree with it – it’s great/ vital/ essential	“It is simply essential. Difficult, painful, but absolutely necessary.”
Too ambitious/ unlikely to be achieved	“Too ambitious – can’t see how its achievable in such a short time scale.”
Should not come at a cost to residents	“You need to think about the expense of this for citizens.”
Discourage/ ban cars in city centre	“reduce use of cars and other diesel vehicles”
It needs investment in public/ active transport	“We need a radical transport revolution like other UK cities like Manchester if we are to achieve this.”
Needs to be sooner than 2030	“Needs to be happening before 2030”
I don’t see a plan/ it needs a clear plan	“There should be clear policy and direction of what it entails to become zero carbon and not just have an ambition. Also the sooner small changes are made the easier the overall transition will be.”
Needs investment in electric vehicles and infrastructure	“More EV chargers are needed. All public transport should move towards being electric powered where possible (i.e. probably not as feasible for trains as buses & Taxis).”
There needs to be real action, not just words	“Pledges must be matched by action - with a clear timeline for achieving net zero goals - otherwise it's just another target.”
Disagree with ambition – it’s pointless/ a waste of time	“It’s a waste of time built on false science. Until China, India & USA do something it’s pointless.”

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

- 74% of York residents feel that developing an efficient and affordable transport system should form the most important part of the city’s Climate Change Strategy
- Other key objectives identified by residents were improving health and well being (64%), being fair and inclusive (51%), building sustainable communities (46%), creating new employment/investment opportunities (43%) and improving housing (43%)

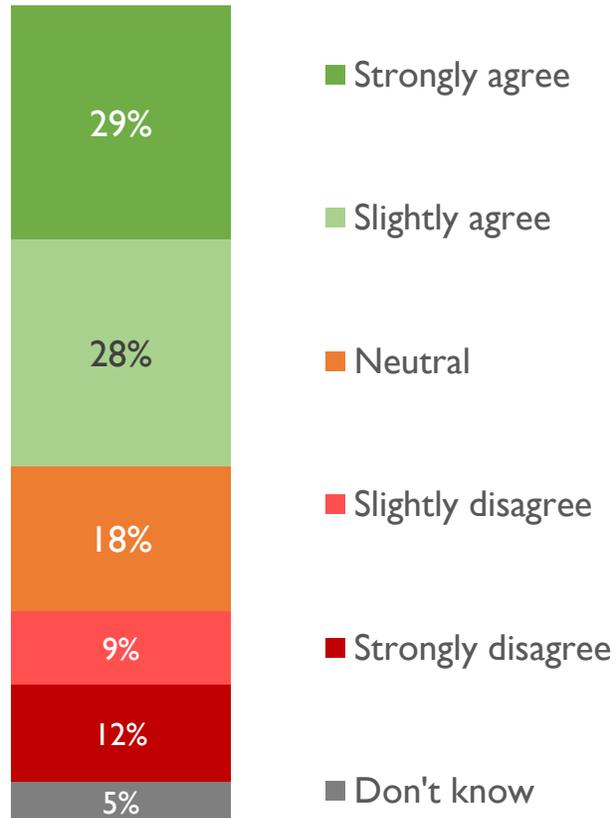
Which of the following objectives do you think should be the most important parts of the city’s Climate Change Strategy? (1,761 responses)



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

- Overall, 56% of York residents agree that CYC should employ carbon offsetting in order to achieve zero carbon by 2030. However, 1 in 5 disagree
- Many residents felt that carbon offsetting is a “cop out” to avoid real action, while others felt it should only be one of a series of measures, used as a last resort to achieve the ambition, while the long-term strategy is on carbon reduction

Do you agree CYC should employ carbon offsetting in order to achieve zero carbon by 2030? (1,700 responses)



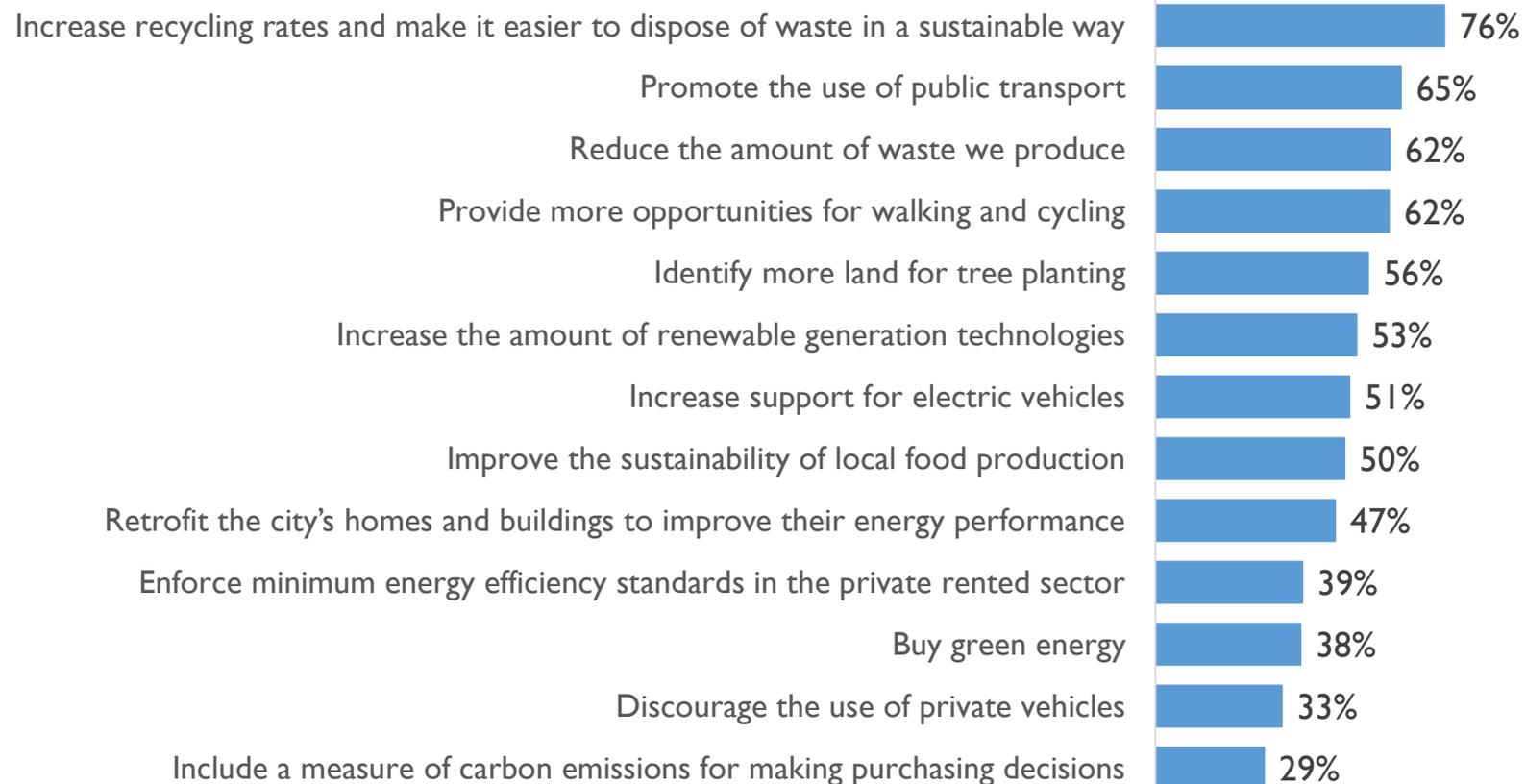
Please give further information to support your choice if you wish. (444 comments)

Feels like a cop out/ get out clause	“It feels like a cop out. Aim for zero emissions first.”
Reducing carbon should be the focus, rather than offsetting	“Although carbon off setting is better than nothing - it is preferable to reduce carbon output rather than mitigate it. Carbon offsetting is not a long term solution.”
Don't have enough information on carbon offsetting	“Need to know exactly how this is to be done.”
Should only be used as a last resort	“Carbon offset should not be used to duck difficult decisions, but used as last resort.”
Just shifts the problem/ responsibility elsewhere	“Carbon offsetting shifts the responsibility elsewhere and puts off making the real changes that are needed in the long run.”
Doesn't solve the problem	“Carbon offsetting does not solve the problem. Eventually if everyone tries to carbon offset this will run out of effectiveness.”
Plant trees/ create green spaces	“More trees in green spaces. Create more shaded areas to reduce heat.”
Not a long-term, solution	“May be necessary short term but there should be a clear plan to achieve true zero carbon. Carbon offsetting should be through meaningful, preferably local projects.”
Only local carbon offsetting schemes	“If carbon offsetting is used, it should be via local schemes, otherwise it is hard to account for the claims made. This will also present opportunities for local people.”

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

- 76% of York residents would like the city to prioritise increasing recycling rates to support the ambition, while 65% feel the promotion of public transport is a priority
- Just over 3 in 5 feel the city should prioritise reducing waste and providing more walking and cycling opportunities

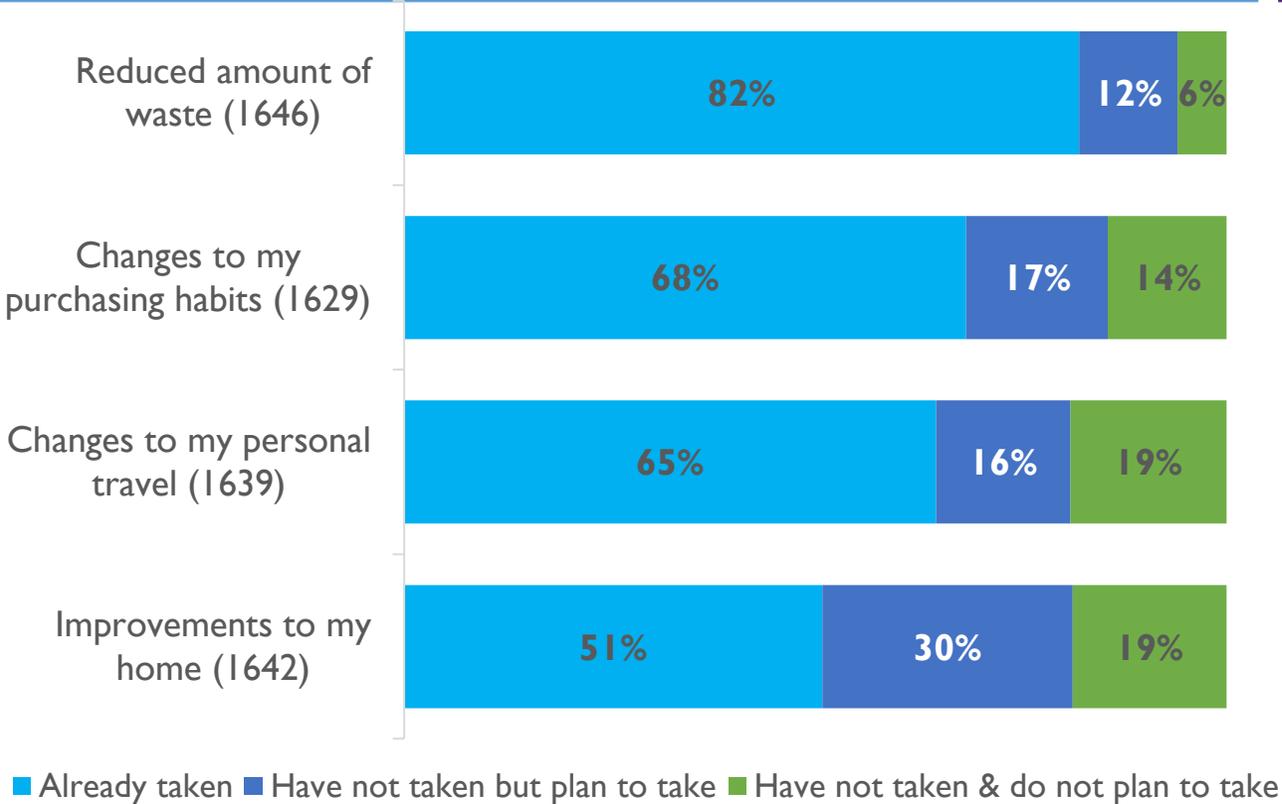
What actions should we, as a city, prioritise for supporting our ambition? (1,718 responses)



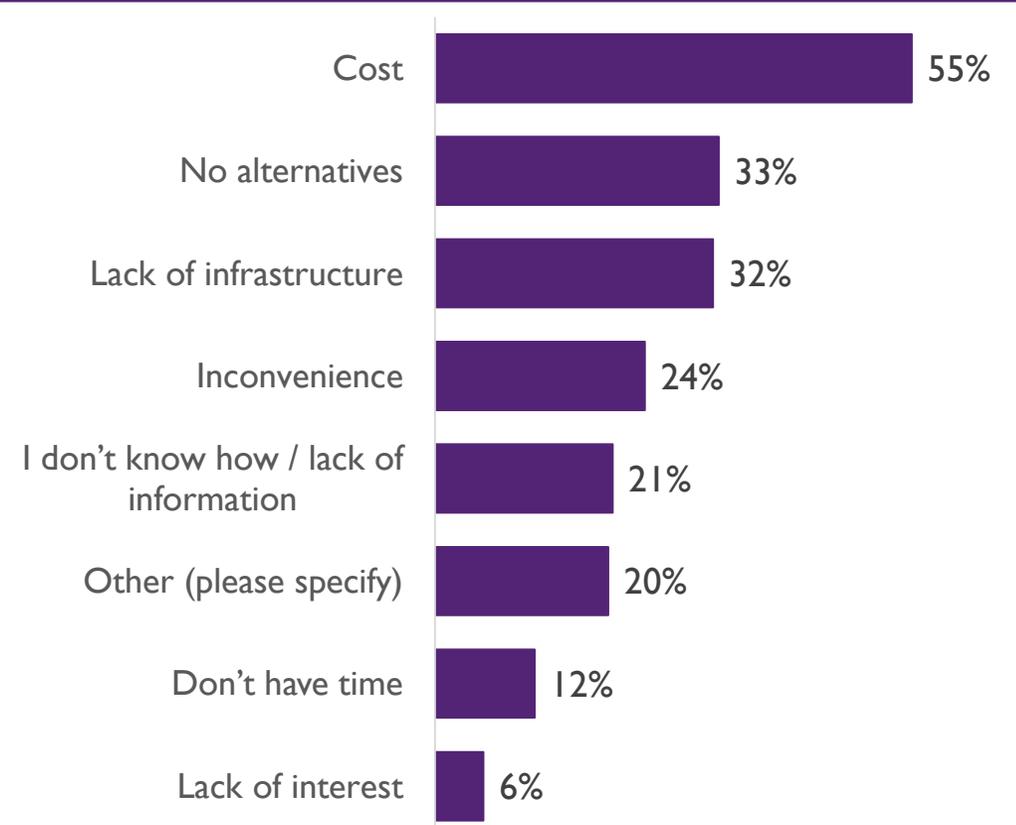
Our Big Conversation – Carbon Reduction

- 82% of York residents have already reduced the amount of waste they produce, making this the main step towards reducing their carbon footprint
- 68% have made changes to their purchasing habits and a similar proportion, 65%, have made changes to their personal travel
- Cost is the main reason why some residents have not yet taken action in some areas to reduce their carbon footprint

Have you already taken or plan to take any of the following steps to reduce your carbon footprint?
(1,685 responses)



Which, if any, of the following are preventing you from taking action to reduce your carbon footprint?
(1,399 responses)



Our Big Conversation – What can individuals do?

- Finding alternative means of transport other than driving was the most frequently mentioned action that individuals could take, particularly walking or cycling wherever possible
- Recycling as much as possible was another popular suggestion, though many would like CYC to provide more places to recycle and to accept more types of recycling (e.g. more plastics, food waste)
- Reducing waste, buying local and eating less meat and dairy were other actions suggested

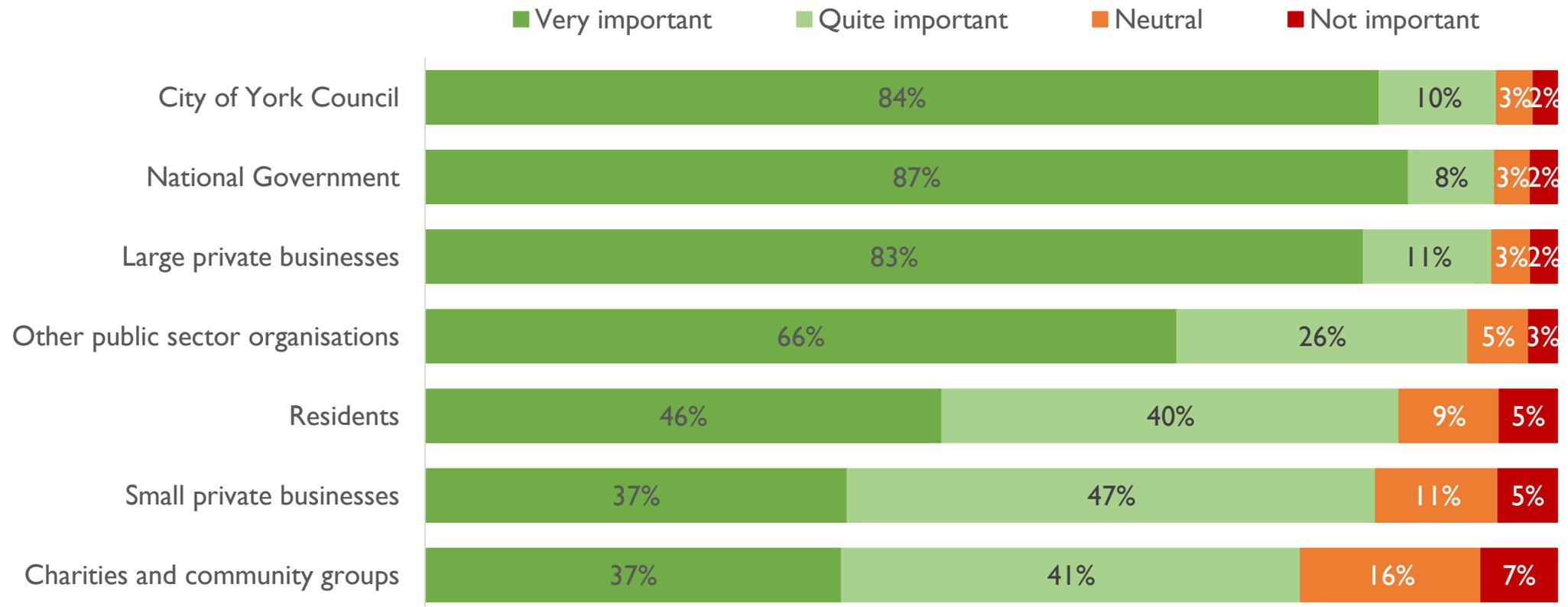
What other actions could individuals take to support the city's zero carbon ambition? (529 comments)

Drive/ use the car less	“Don't drive for a short journey. Parents should encourage their children to walk to school and not drive them if a short distance from home.”
Walk/ cycle more	“Cycling instead of driving, educate themselves on the importance of the issue.”
Recycle as much as possible	“Recycle more; I have observed cardboard in people's general waste which can be addressed through education. There is no facility to collect tetra paks kerb side and I have observed those in people's boxes; residents care enough to recycle them, there just isn't sufficient infrastructure to support that.”
Reduce waste, including food waste	“Cut food waste”
Buy local	“buy local where possible”
Go vegetarian/ vegan/ eat less meat/ dairy	“Change of food consumption, from animal and dairy to plant foods”
Buy less/ reuse and repair	“Stop being so wasteful. Don't buy things that have a short life. Pay more, buy better quality and keep it for longer. Ignore fashion.”
Use public transport more	“Live on a bus route? Use public transport.”
Make changes to homes e.g. insulation, solar energy	“Installing their own renewables, increasing their energy efficiency.”
Tree planting/ greening spaces/ rewilding	“Use own gardens, grow fruit and veg, dig up concrete and use for gardening.”

Our Big Conversation – Achieving Zero Carbon in York

- 84% of York residents feel it is very important for City of York Council to take responsibility for delivering zero carbon in York. A very high proportion also feel that National Government and large private businesses should take responsibility
- Residents feel it is least important for small private businesses and charity/community groups to take responsibility for delivering zero carbon, though it is still important

How important is it for each of the following to take responsibility for delivering zero carbon in York?
(1,238 responses)



Our Big Conversation – What can councils and other organisations do?

- Increasing the types of plastic that can be recycled through kerbside collections was the main action cited by residents
- Improvements to cycling infrastructure and/or public transport were also frequently mentioned
- Many residents would like more advice and support on the changes that they can make, while others felt that financial incentives/ support would encourage residents to make the changes needed to support the zero carbon ambition

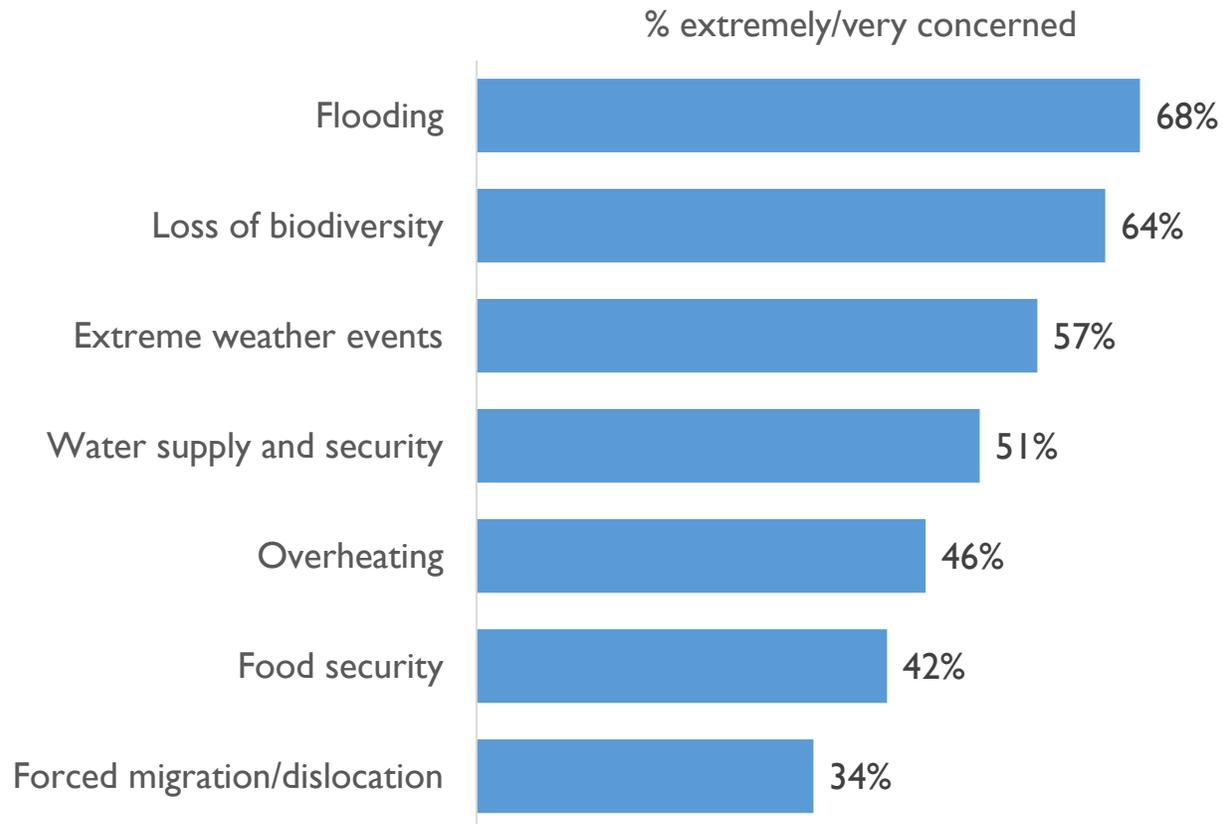
What actions could the council or other organisations in the city take to make it easier for you to make the changes as an individual? (696 comments)

Recycling improvements e.g. types of materials that can be recycled	“Easier recycling - e.g. some cities have a single recycling bin and a centre which sorts paper plastic and metal. This also allows for bigger bins for e.g. large cardboard boxes.”
Cycling infrastructure improvements	“Better cycle infrastructure, separated from motor traffic so cyclists are safer. Ban through traffic from the city & direct it to the ring road.”
Public transport improvements	“Better public transport - later and more reliable bus services, more affordable, 'spider web' transport links (like Berlin) instead of "all roads lead to Rome" forcing people into the city centre to go back out.”
Provide information and support on how to make changes	“Clear guidance on what actions taken could help, and make it easy for information to be found. Promote in positive messages so not onerous but also better to act than do nothing.”
Provide funding/grants/subsidies	“Building improvement subsidies should be made more available.”
Provide more EV charging facilities/ parking	“Better access to EV charging, more convenient recycling for more things, requiring housing developers to include green initiatives beyond central government minimums.”
Provide more/better access to public recycling and waste disposal bins/ facilities	“Have recycling bins throughout the city centre just as there are waste bins, e.g. for food market purchases.”
Discourage single use plastics/ encourage recyclable plastics	“Ban on single use plastics - recycling is great but cutting out use is better.”
Provide food waste collection/ composting schemes	“More community compost schemes or food waste collection. This is the most significant form of waste in my household.”
Ban/ discourage use of cars non-electric vehicles	“Discourage private cars in city centre. Be at tech forefront to allow electric charging at roadside for central properties which only have off street parking.”

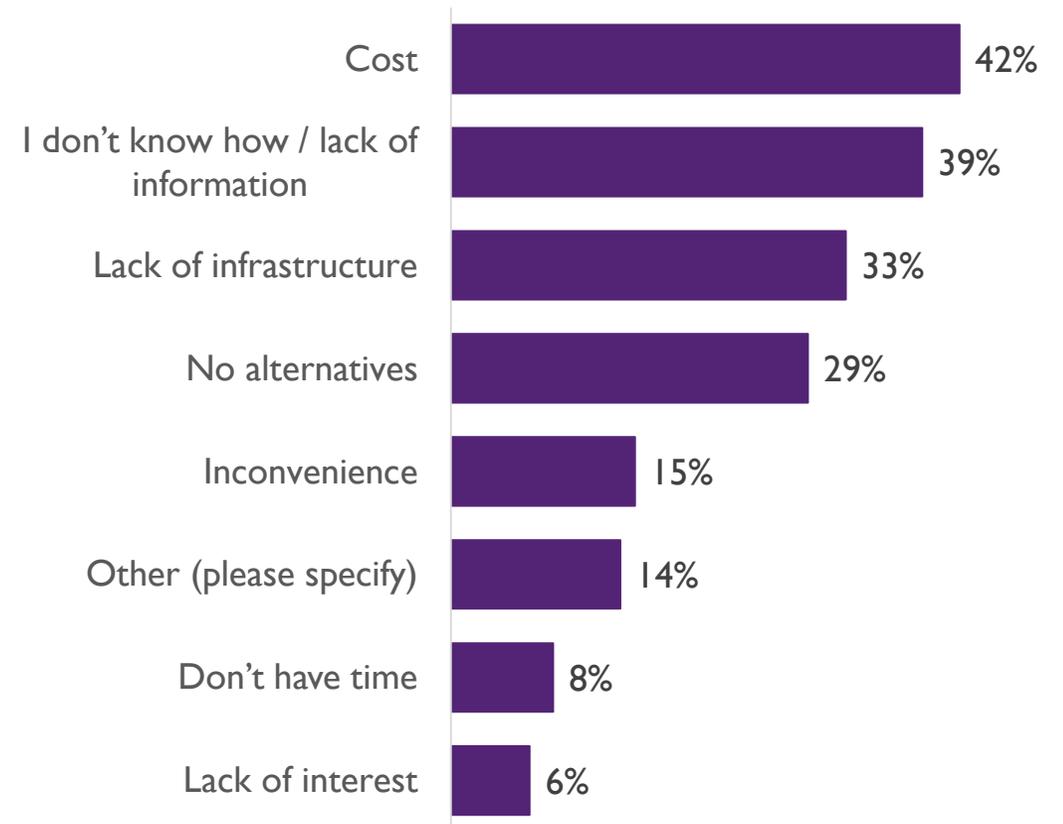
Our Big Conversation – Climate Change

- Flooding and loss of biodiversity are the impacts of climate change in York that residents are most concerned about, with around 2 in 3 describing themselves as extremely or very concerned about these impacts
- Cost and lack of information are the main barriers preventing residents from taking any action to reduce the impacts of climate change

To what extent are you concerned about the following impacts of climate change in York?
(1,636 responses)



Which, if any, of the following are preventing you from taking action to reduce the impacts of climate change?
(1,081 responses)



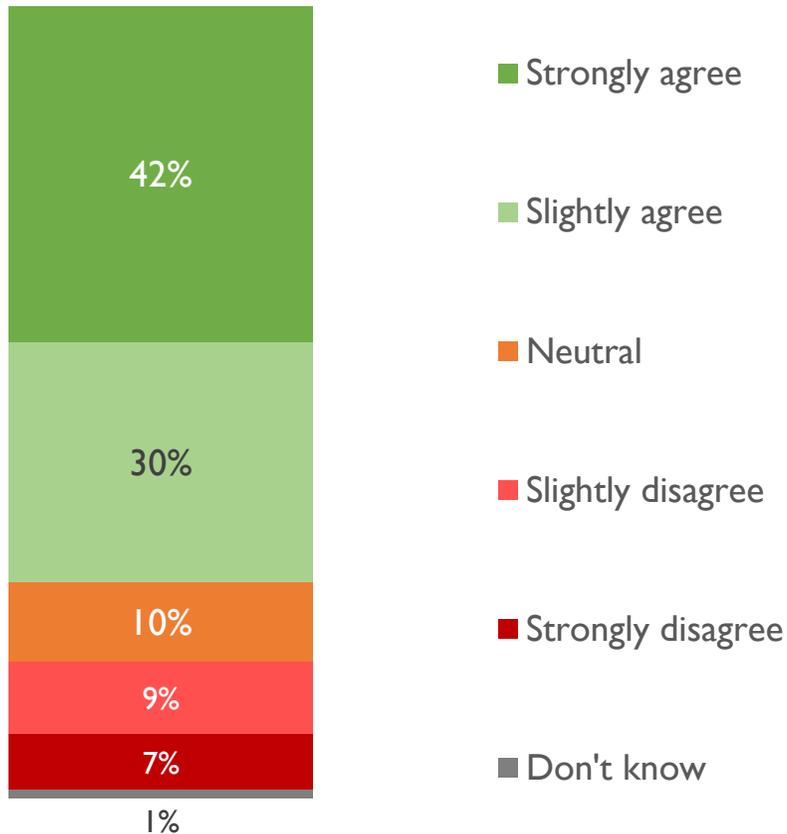
York's Economy



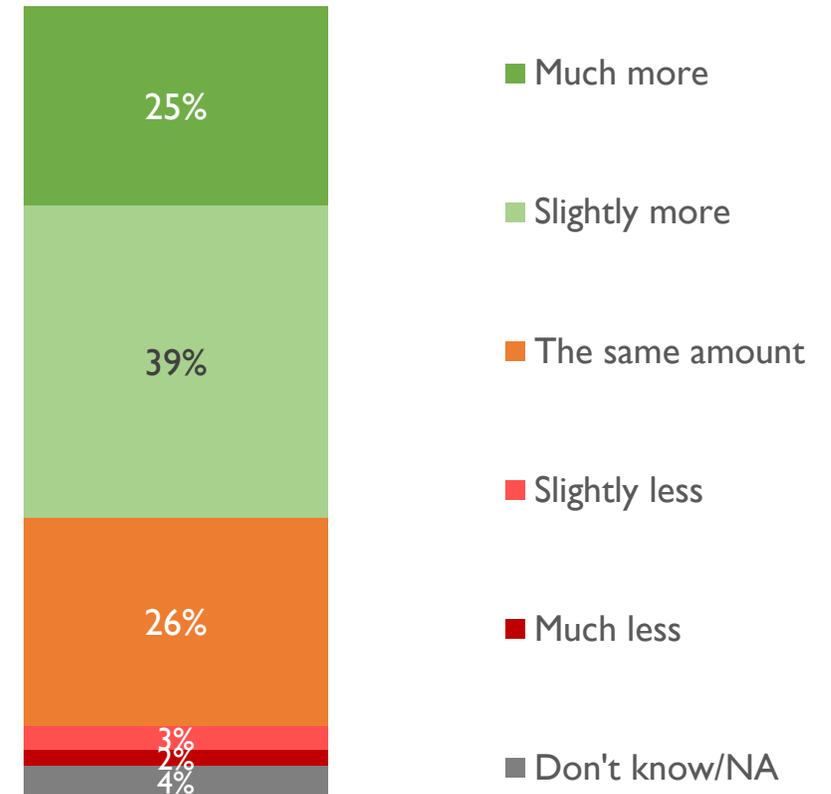
Our Big Conversation – York's Economy

- Out of 1,627 residents, only 2% (35 people) did not have access to the internet at home, but they were able to access it elsewhere (though this was largely an online survey)
- 72% agree that their current broadband service/speeds meets their needs and the needs of their household, with 42% strongly agreeing
- 64% are shopping online more compared to before the pandemic, with 1 in 4 shopping online much more than before

To what extent do you agree that your current broadband service/speed meets your needs and that of your household?
(1,598 responses)



How have your online shopping habits changed compared to before the pandemic? I am shopping online....
(1,612 responses)



Our Big Conversation – York’s Economy: Impact of Covid-19 on Work

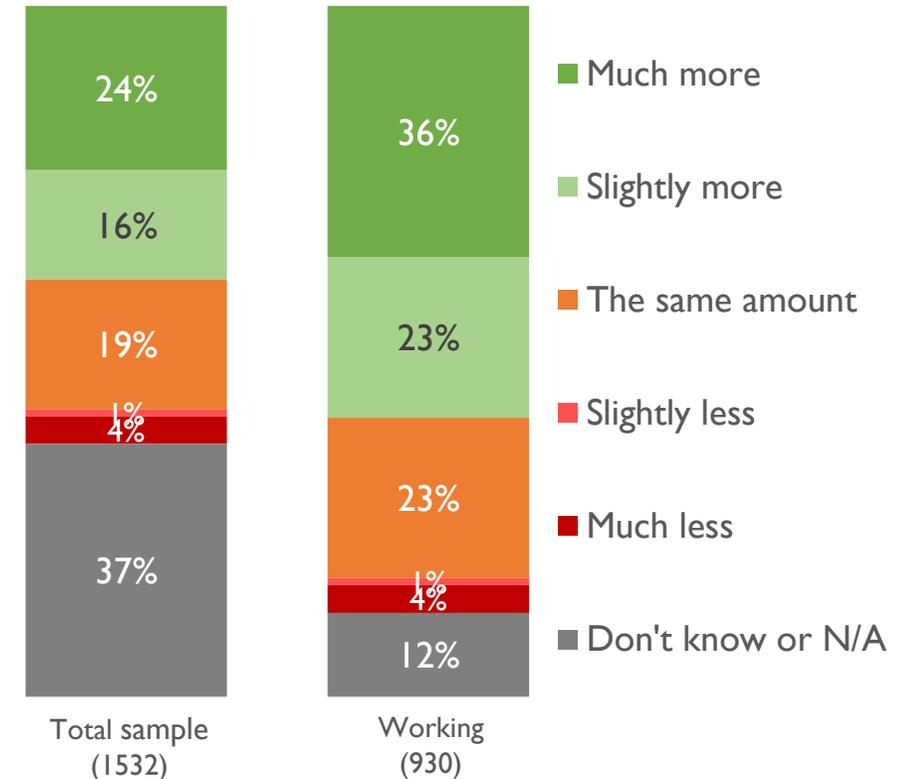
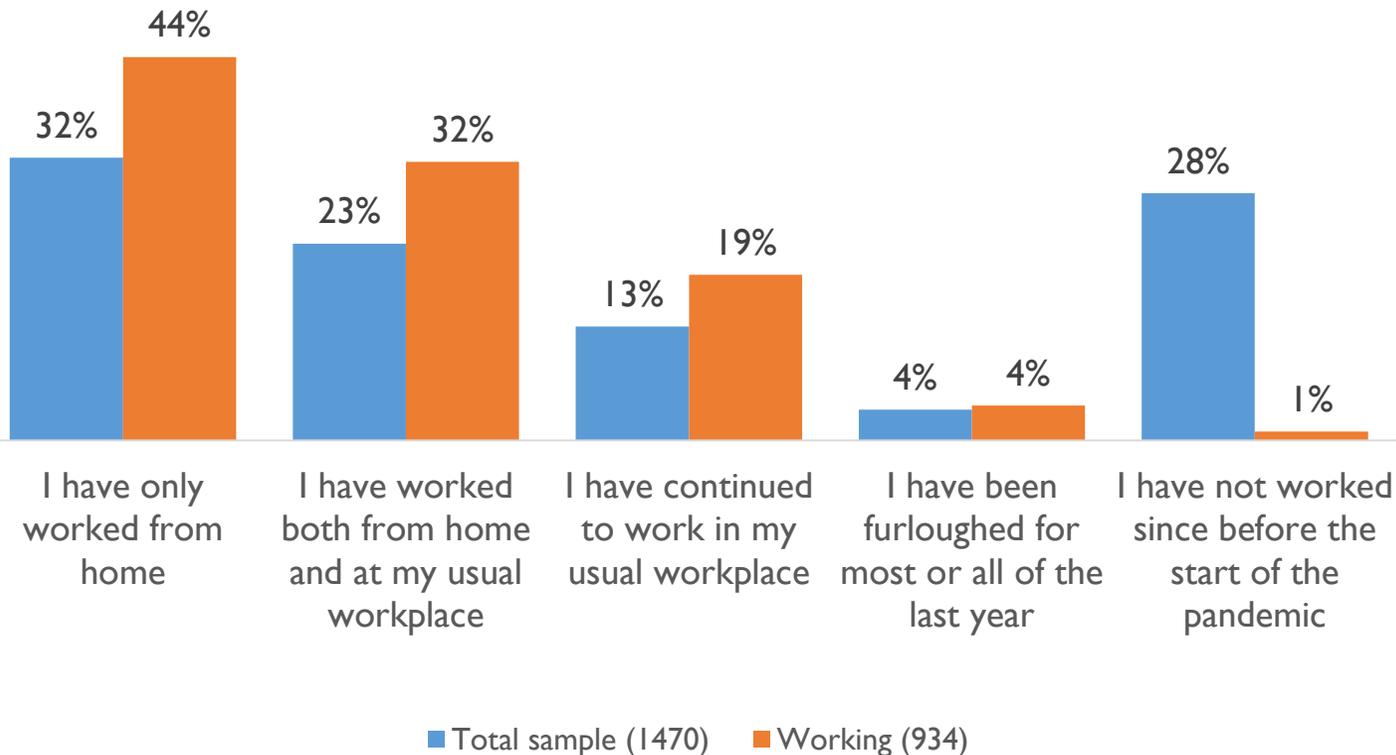
- Almost 1 in 3 York residents have worked from home since the start of the pandemic, rising to 44% of working residents (full-time, part-time and business owners/self-employed), while a further 32% of working residents did hybrid working
- 59% of working residents expect to work from home more in future compared to before the pandemic
- The vast majority of those who have not worked since the start of the pandemic are retired

Which of the following statements best describes your employment circumstances since the start of the pandemic?

Base sizes in brackets

To what extent are you expecting to work from home in future compared to before the pandemic?

Base sizes in brackets



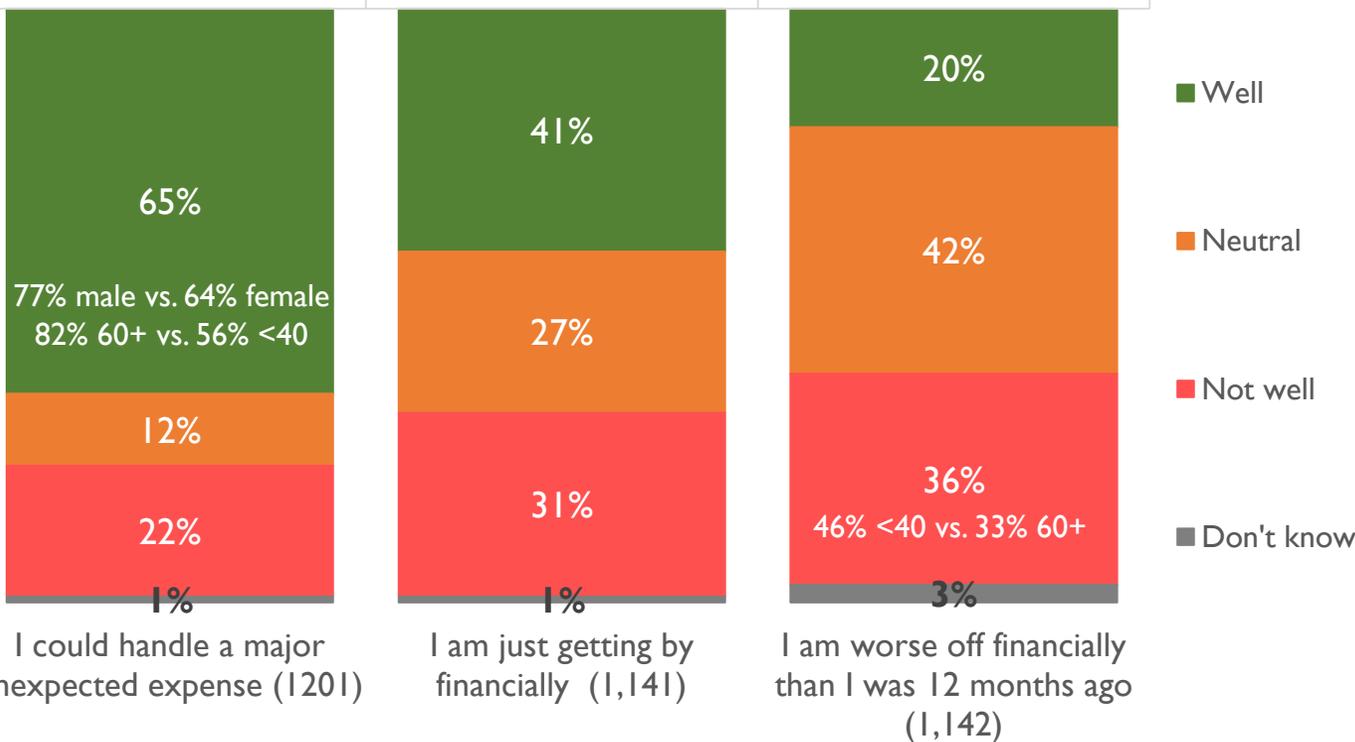
Our Big Conversation – York’s Economy: Economic Wellbeing and Confidence

- Almost 2 in 3 residents (65%) say they could handle a major unexpected expense, however, this is significantly lower amongst females and under 40s
- Under 40s are more likely to say that the statement “I am worse off financially than I was 12 months ago” doesn’t fit them well, while over 60s are more likely to be neutral. Overall, a fifth of residents feel that the statement fits them well

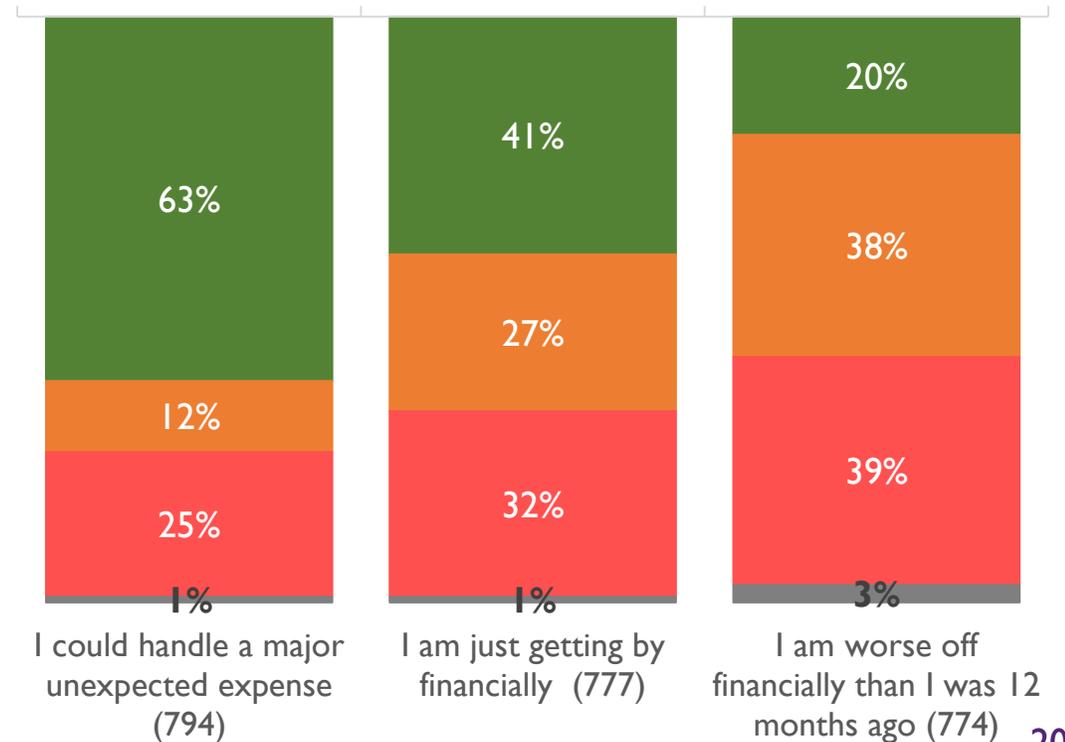
How well do the following statements describe your current situation?

Base sizes in brackets

Total sample



Working

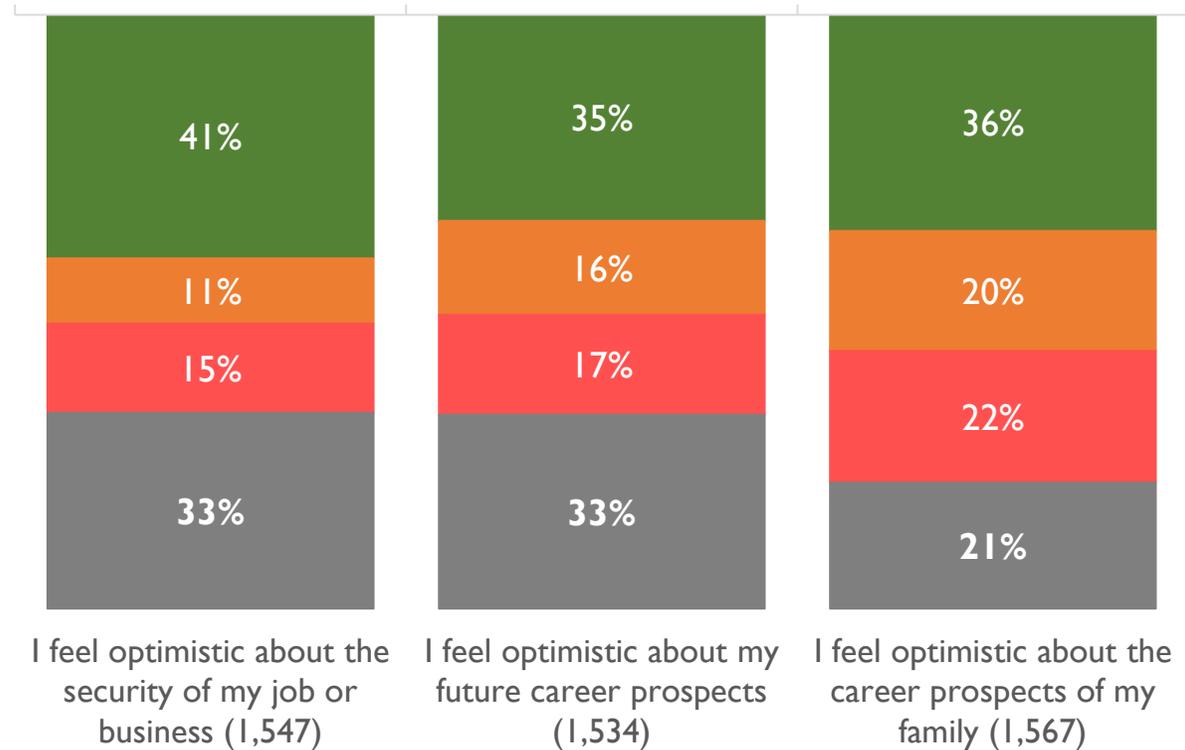


Our Big Conversation – York’s Economy: Economic Wellbeing and Confidence

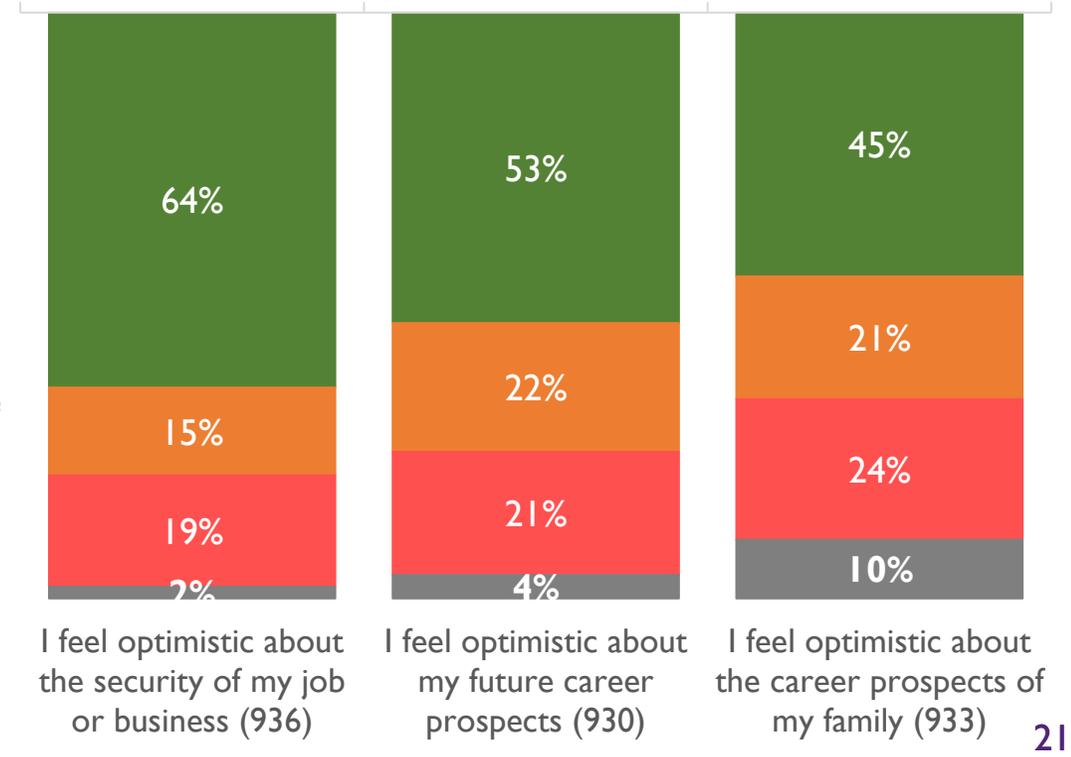
- Working residents are more likely to agree that they feel optimistic about the security of their own job or business (64%), than they do about their future career prospects (53%) or the career prospects of their family (45%)

To what extent do you agree with the following statements about future career prospects for you and your family?
Base sizes in brackets

Total sample



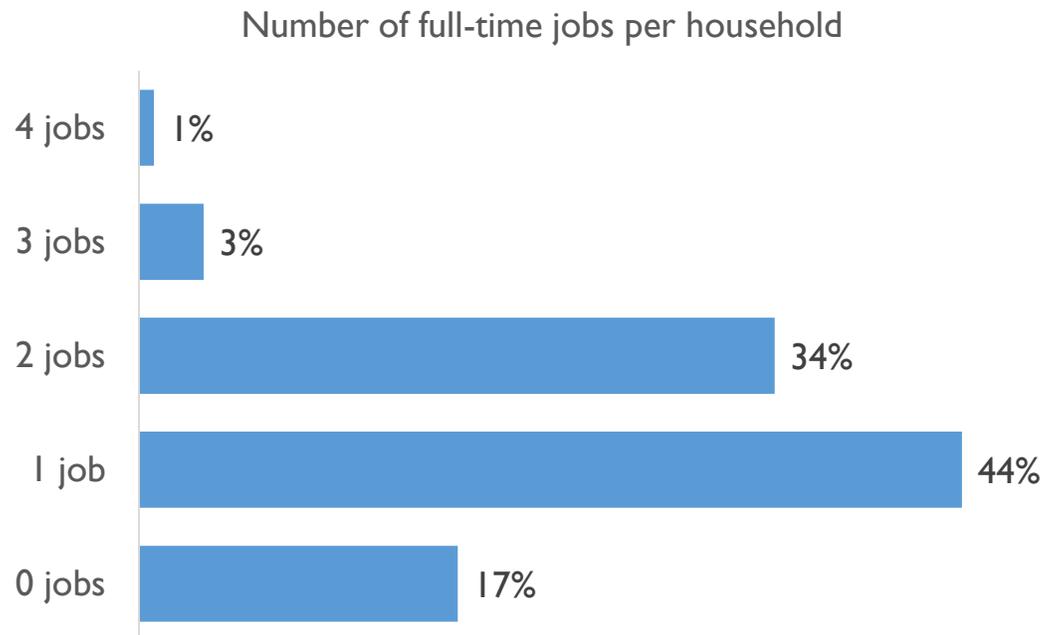
Working



Our Big Conversation – York’s Economy: Number of jobs

- 44% of households include one person working full-time, while 34% contain two people working full-time
- 17% of households did not record anyone working full-time (most likely retired)
- A much higher number of households reported at least one person working full-time (715) than part-time (366)
- 16% of working households recorded at least one person in the household holding more than one part-time job

Number of jobs in household (863 responses*)



Job type:	Full-time	Part-time
No. of households recording at least one person has job type	715	366
Total number of jobs across these working households	1,095	519
Average no. of jobs per working household	1.5	1.4
Average number of jobs held per person	0.7	0.8
% of working households with at least one person with more than 1 job	2%	16%

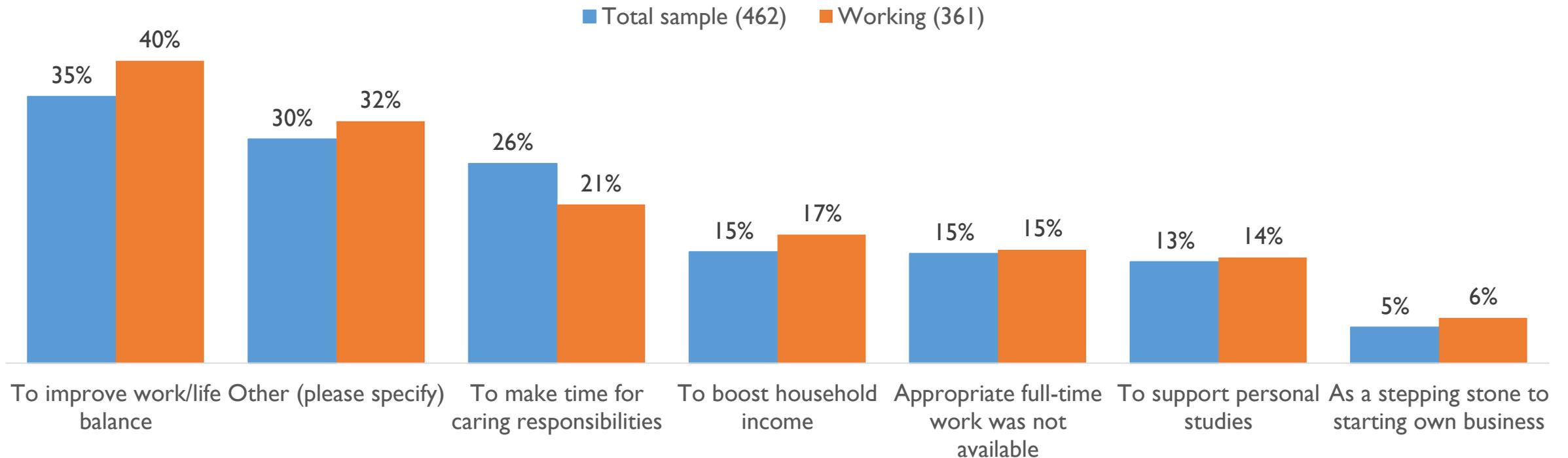
*N.B. Outliers have been removed, i.e. anyone who claimed to have 4 or more full or part time jobs.

Our Big Conversation – York’s Economy: Working Status

- The main reason given by York residents for working part-time is to improve their work/life balance
- Moving towards retirement, being semi-retired and disability/health were key “other” reasons
- Not being able to find appropriate full-time work was a factor for 15%

Which of the following statements best describes why you and/or a member of your household works part-time?

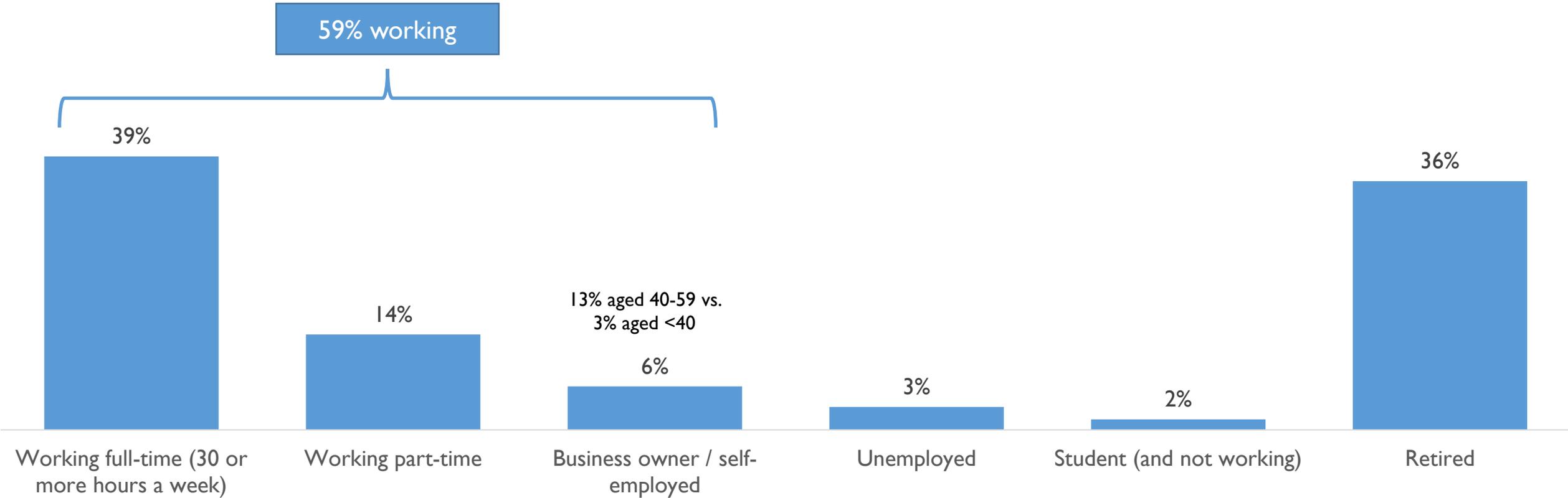
Base sizes in brackets



Our Big Conversation – York’s Economy: Current Employment Status

- The highest proportion, 39%, of York residents are working full-time, while a further 14% work part-time
- More than one third of York residents responding to the survey are retired
- Only 6% are business owners, the majority of whom are aged 40-59

What is the current nature of your employment? (1,580 responses)

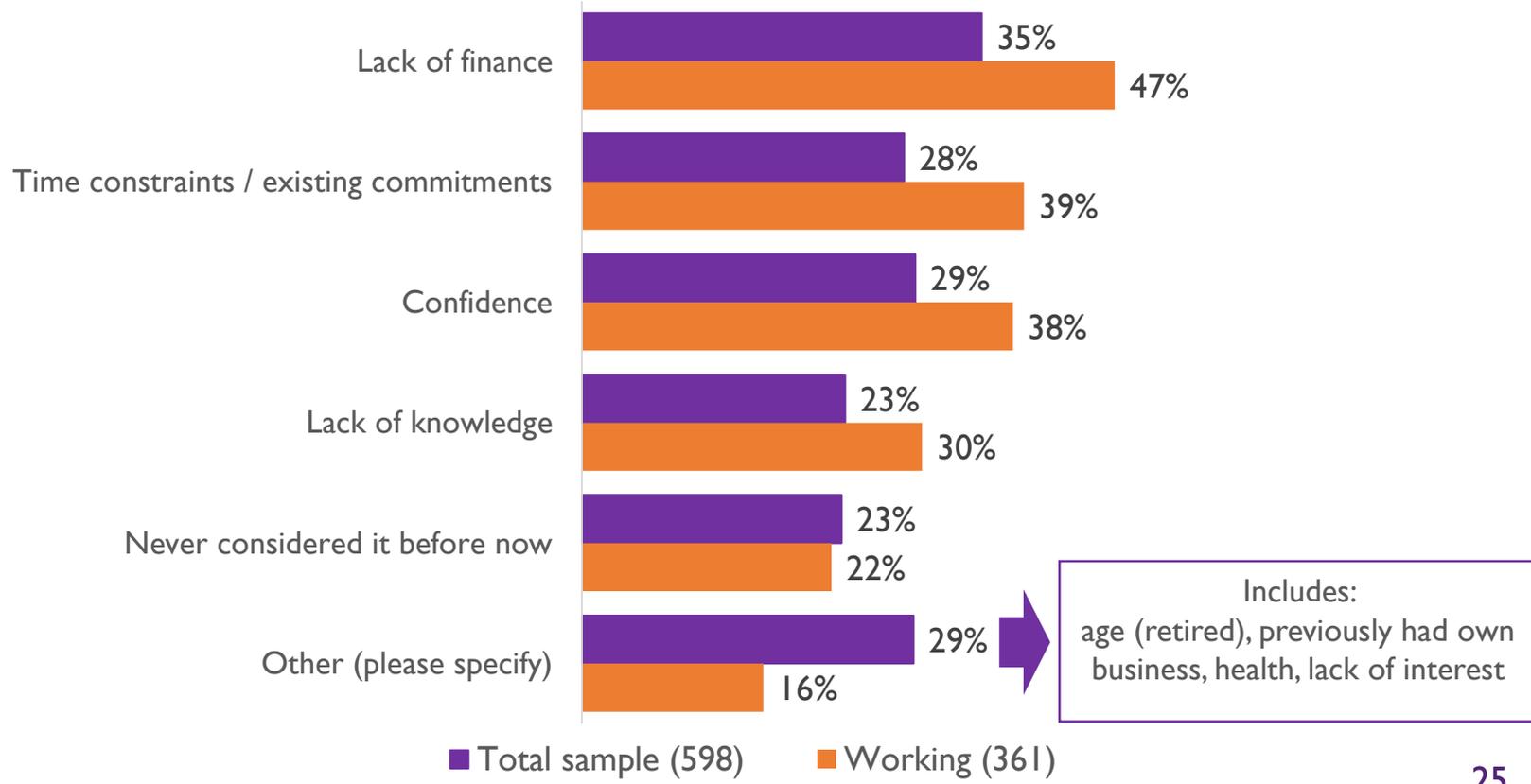
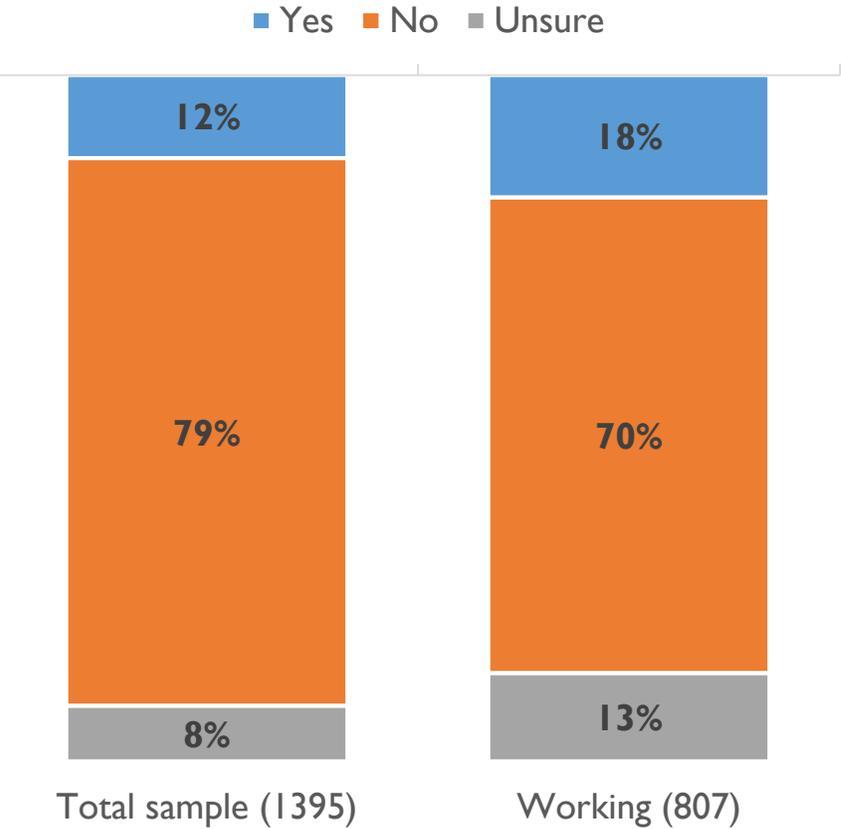


Our Big Conversation – York’s Economy: Current Employment Status

- Almost 1 in 5 working residents (18%) are interested in starting their own business
- Lack of finance, time constraints/existing commitments and lack of confidence are the main factors that have prevented starting a business in the past

Are you interested in starting your own business?
Base sizes in brackets

If yes, has anything prevented you from starting your own business in the past?
Base sizes in brackets



Our Big Conversation – York’s Economy: Industry and Workplace Location

- York residents responding to the survey are most likely to be employed in education, local authority/government, financial services/ insurance and NHS/health
- Location wise, they are mostly likely to be working in York city centre

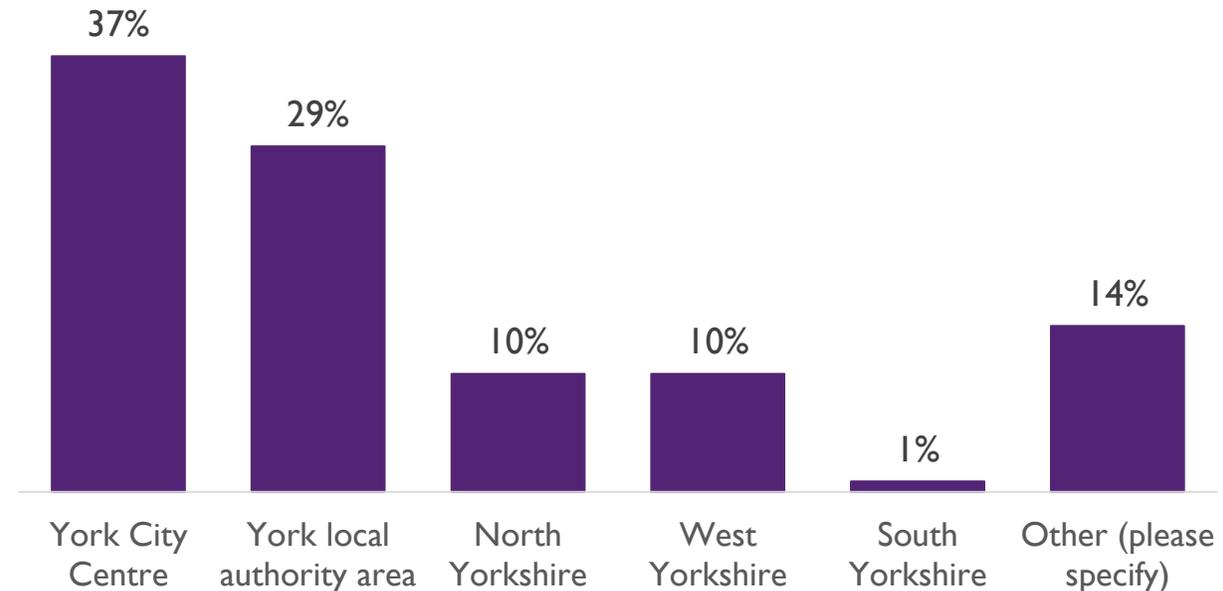
What is the main industry/ business activity of your employer/ company?

(750 responses – working only)

- Education/ Higher education/ University
- Local government/ Local authority
 - Financial Services/ insurance
 - NHS/ Health/ Healthcare
 - University
 - Charity
 - Retail
 - Software development
 - Engineering
 - Consultancy
 - Construction
- Food (e.g. Manufacturing, Distribution)

Where is your usual place of work? (if you are currently working from home, please select your usual place of work prior to the pandemic)

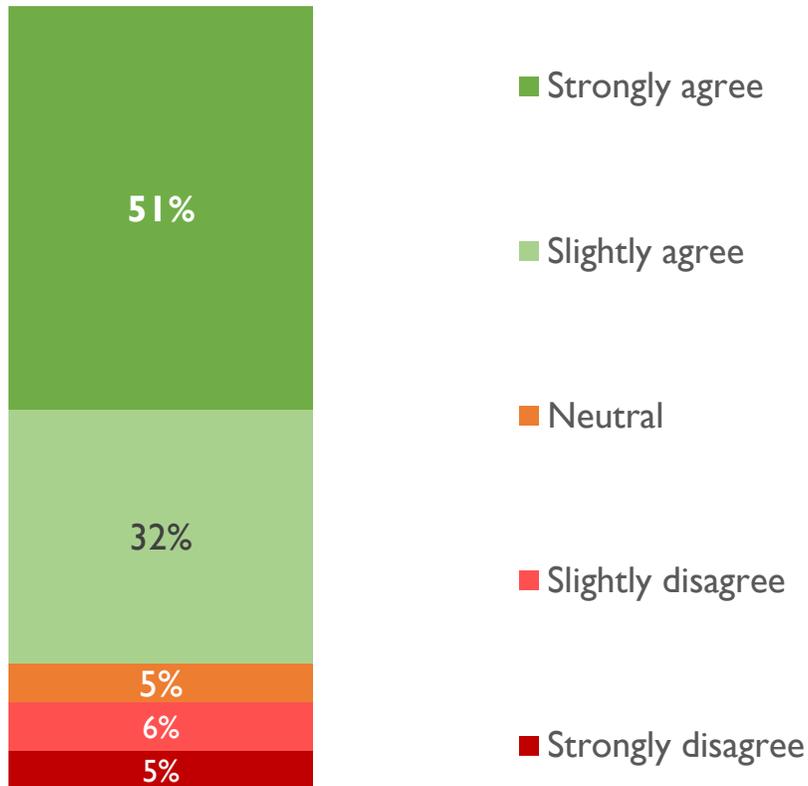
(788 responses – working only)



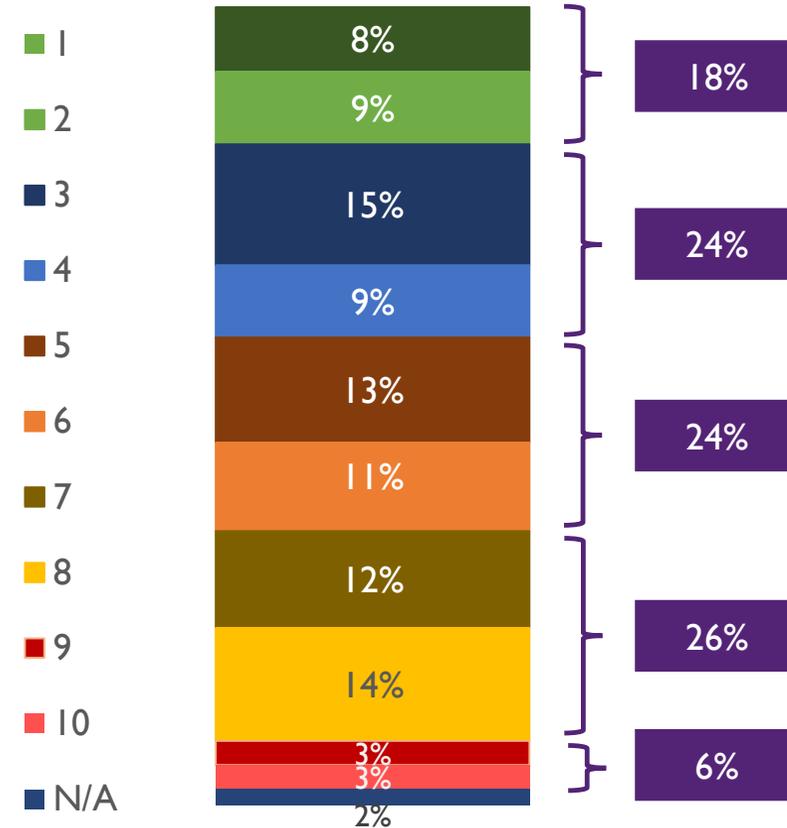
Our Big Conversation – York’s Economy: Workplace Skills

- The vast majority of workers agree that they have enough opportunity to use their skills and knowledge in their workplace. Around 1 in 10 disagree
- Opinion over whether the skills needed in current jobs will change in the future is divided. Only 6% gave a score of 9 or 10, (i.e. they expect the required skills to change a lot), while 18% only gave a score of 1 or 2. The average response is 5 out of 10

To what degree do you feel that you have enough opportunity to use the knowledge and skills that you have?
(788 responses – working only)



On a scale of 1-10, how much do you think the skills needed in your current job will change over the next 2-5 years (1=not at all, 10 = completely) (787 responses – working only)

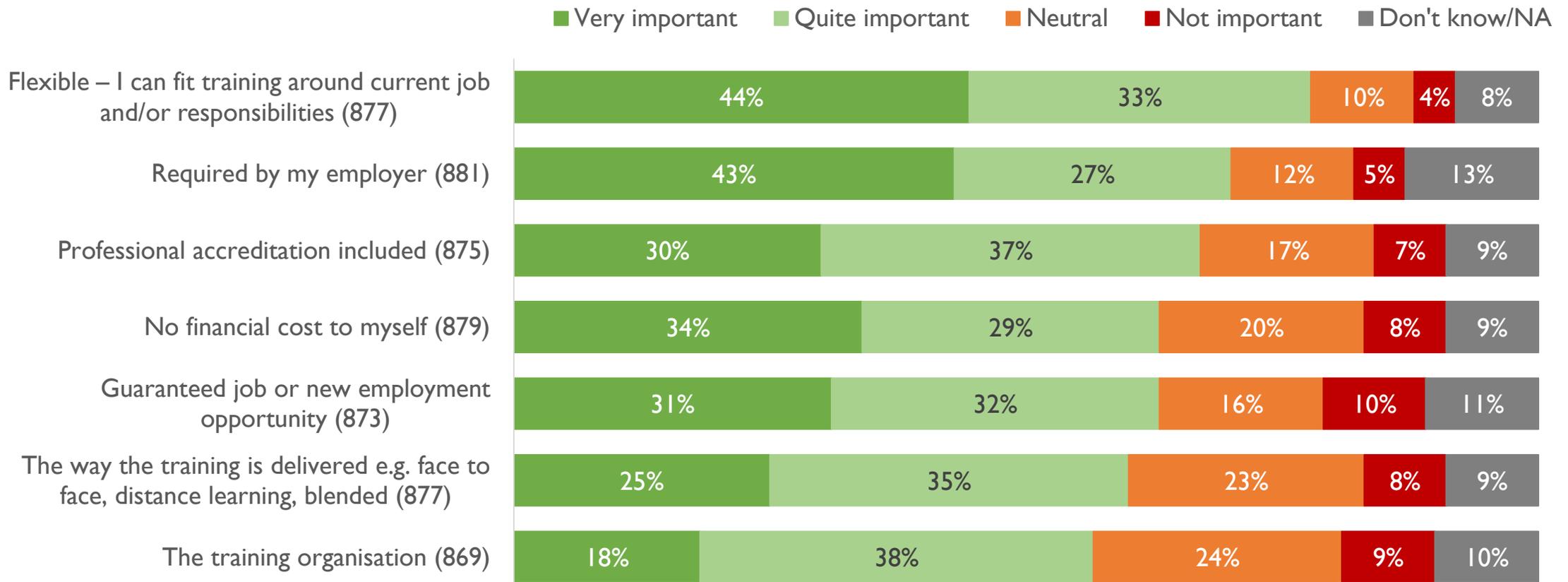


Our Big Conversation – York’s Economy: Skills Training

- Flexibility and employer requirement are the most important factors when undertaking a work-based training course
- Training organisation and delivery are less important factors

How important are the following factors when undertaking a work-based skills training course?

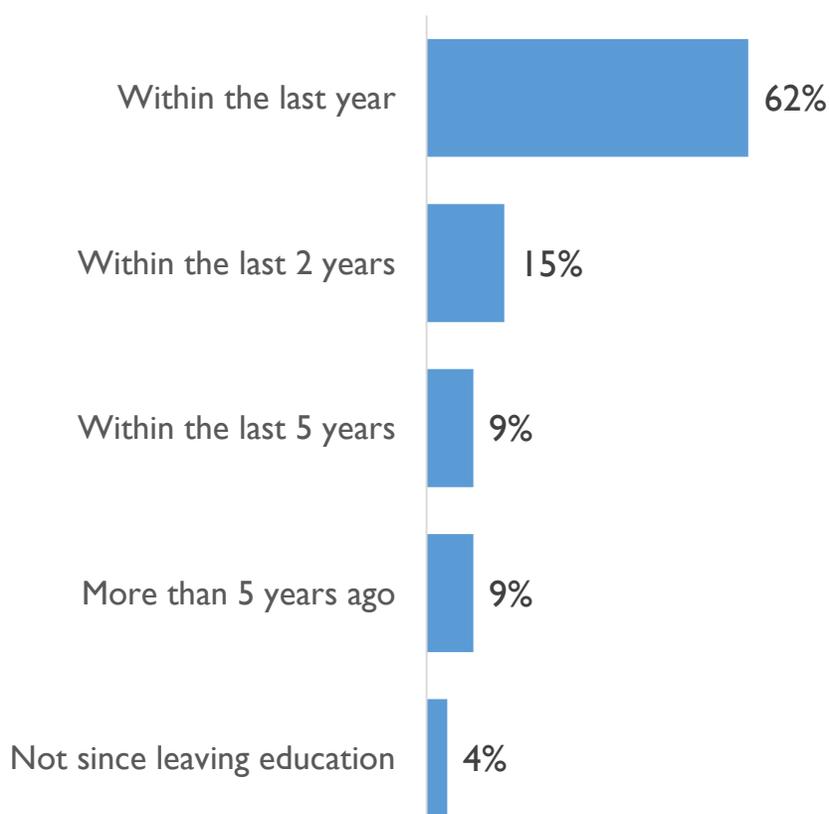
Base sizes in brackets – working only)



Our Big Conversation – York’s Economy: Training

- More than 3 in 5 working residents (62%) say they have undertaken some form of work-related training within the last year
- Almost 1 in 3 are not interested in learning any skills in future
- Of those interested in further skills training, advanced/specialist IT skills and management/leadership skills are of most interest, followed by foreign languages
- The most frequently occurring “other” response was an interest in learning skills for the green economy

When was the last time you undertook some form of work-related training?
(902 responses – working only)



Which of the following would you be interested in learning to help you adapt within the labour market?
(869 responses – working only)



Transport



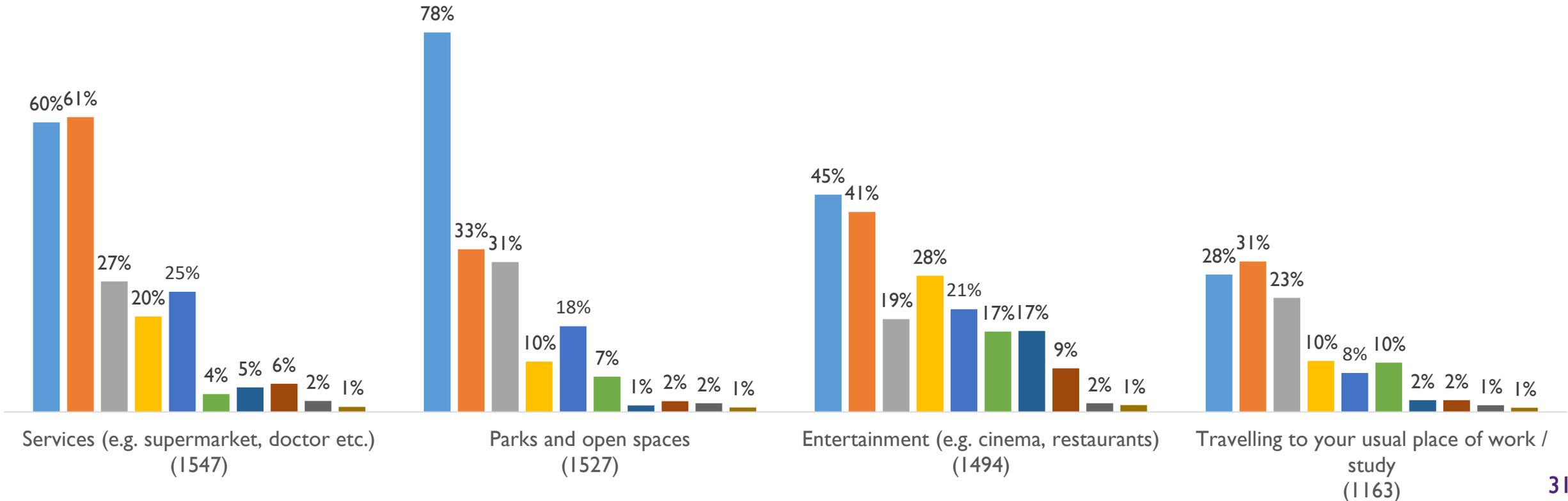
Our Big Conversation – Transport Strategy: Transport Used

- Walking and driving are the most used forms of transport, though walking is by far the most used mode of transport for accessing parks and open spaces
- A bus is most likely to be used when travelling for entertainment purposes, with 28% using a bus for this reason

Which modes of transport do you currently use for each of the following activities? If you are currently working/studying from home, please select “Not applicable” for the first column.

Base sizes in brackets – excludes “Not applicable” responses

■ Walking ■ Petrol/diesel/hybrid car (as a driver) ■ Cycling ■ Bus ■ Petrol/diesel/hybrid car (as a passenger) ■ Rail ■ Taxi ■ Park & Ride ■ Electric vehicle ■ E-scooter

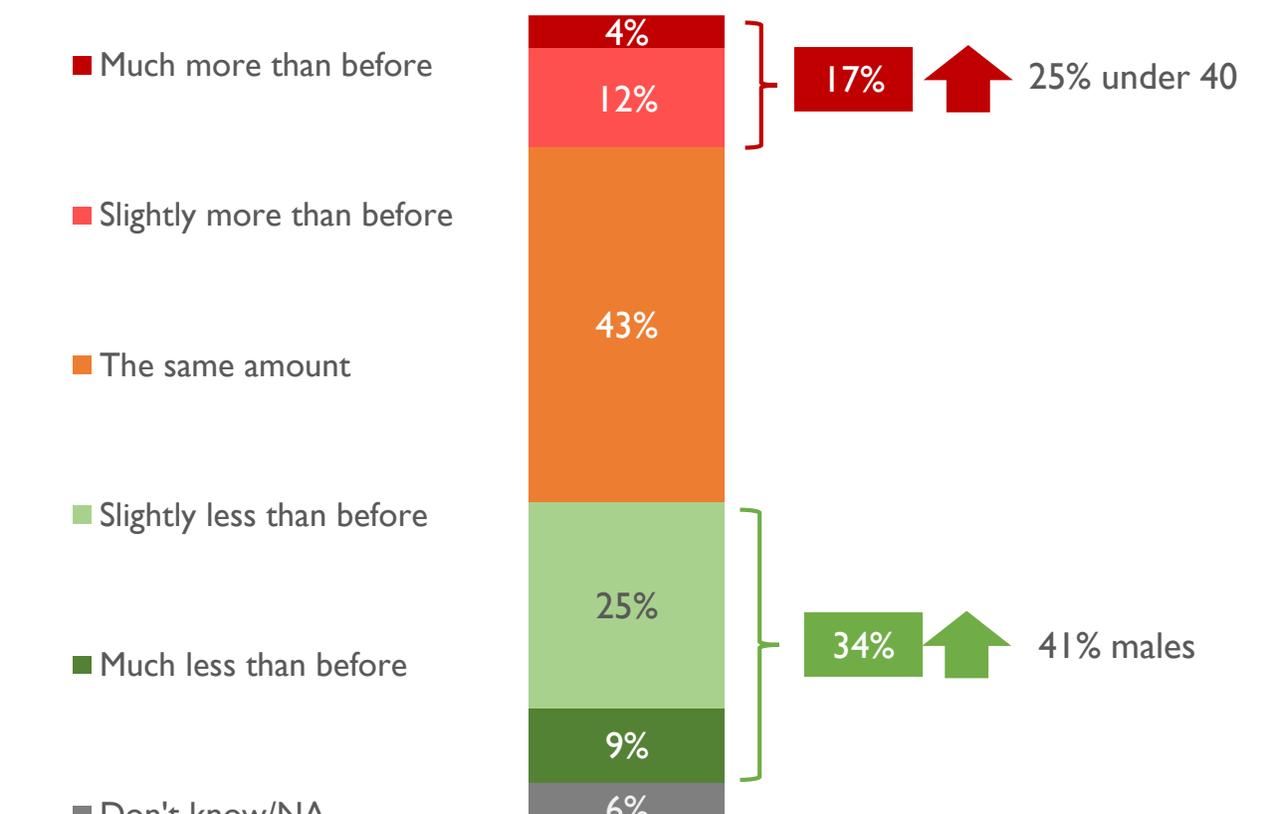
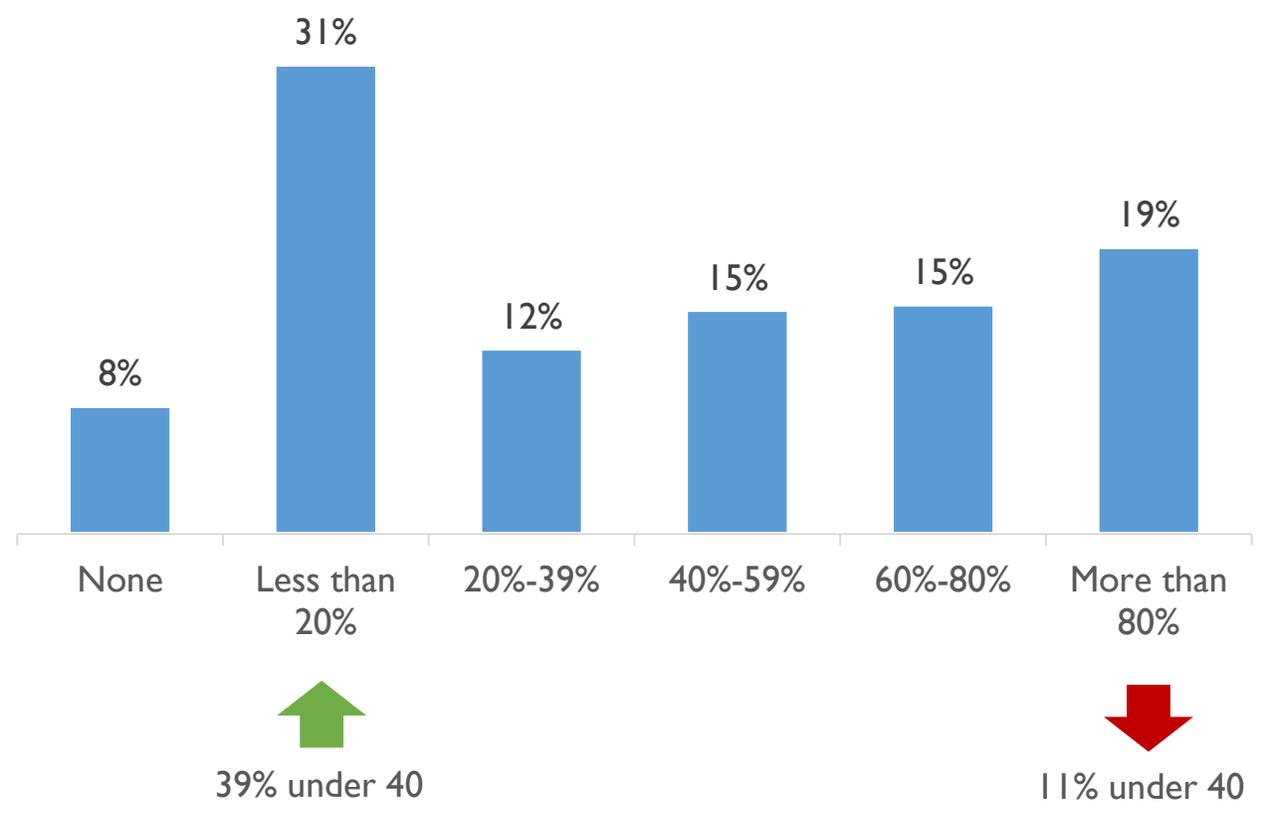


Our Big Conversation – Transport Strategy: Car Use

- 31% of York residents make less than a fifth of their journeys by car, while 8% of York residents do not drive at all
- Under 40s are much more likely to make less than a fifth of their journeys by car (39%), but are also more likely to expect their car use to increase over the next five years (25%)
- The highest proportion of residents, 43%, are not expecting their car use to change over the next five years. Over a third, 34%, are expecting to use their car less, especially males (41%)

Approximately what percentage of your journeys are made by car?
(1,142 responses)

To what extent are you expecting your car use to change over the next five years? I am expecting to drive...
(1,043 responses)

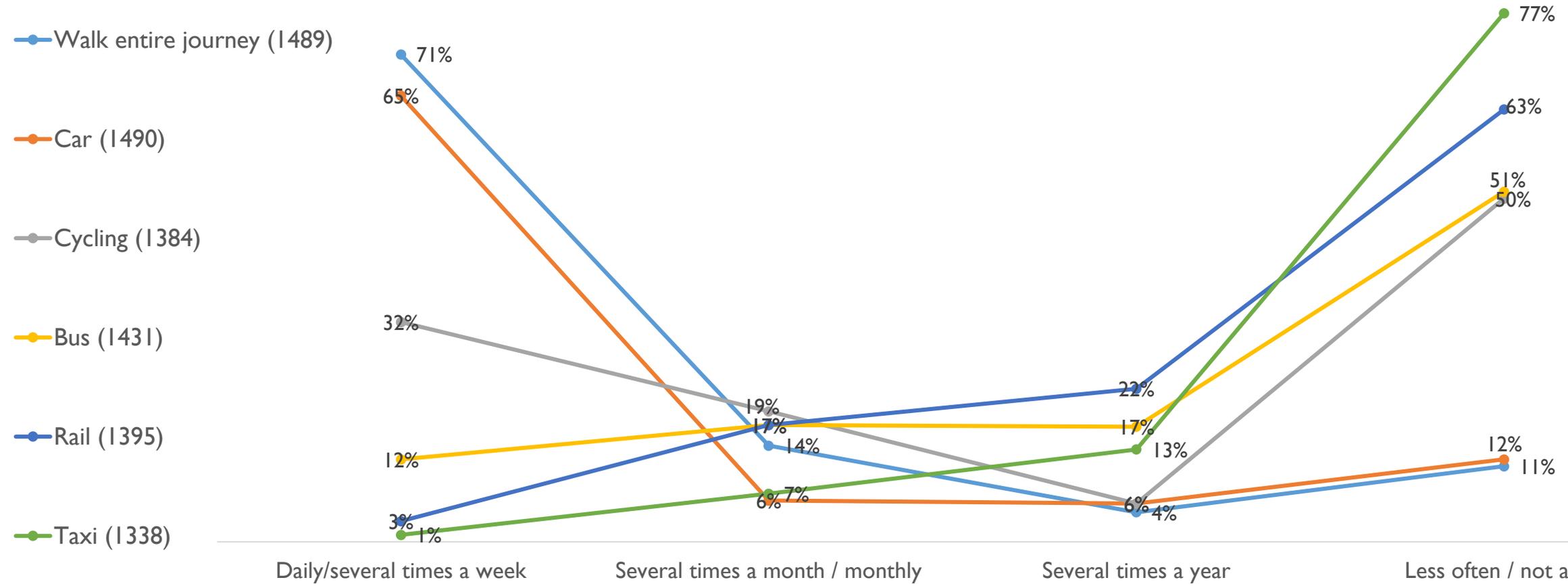


Our Big Conversation – Transport Strategy: Transport Used

- Walking and driving are the most used modes of transport, with the majority using these methods daily or several times a week
- Around a third, 32%, cycle regularly, while half rarely or never cycle
- Taxis and rail services are most likely to only be used several times a year

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

Base sizes in brackets



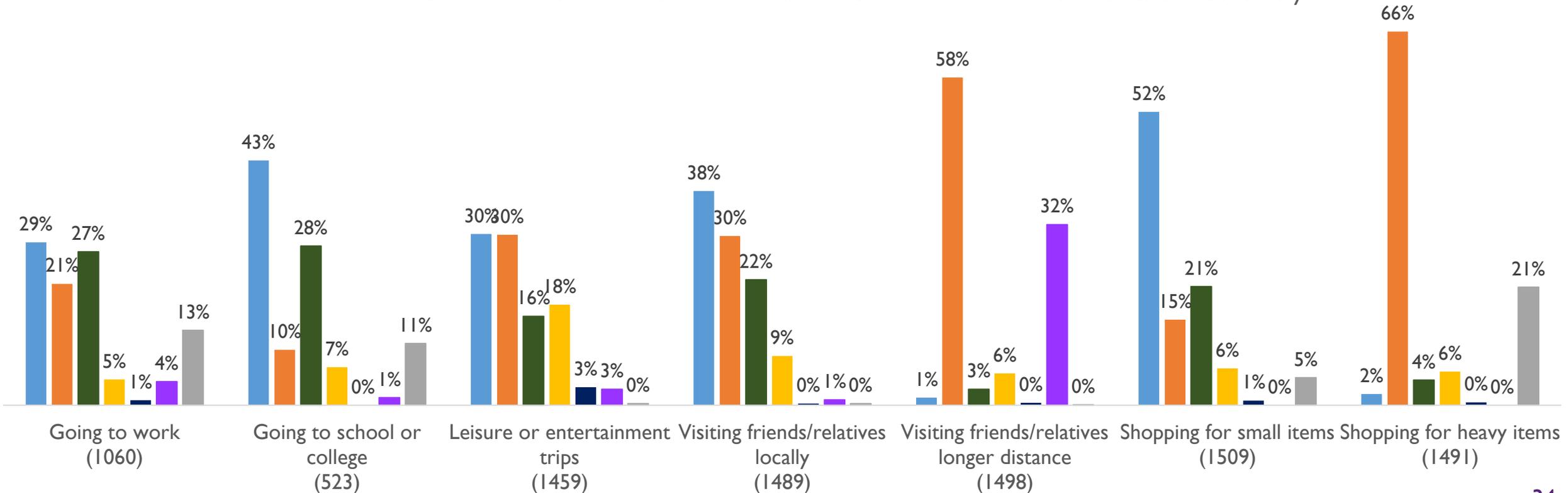
Our Big Conversation – Transport Strategy: Travel Preferences

- Residents would generally prefer to walk wherever possible, unless visiting friends/relatives longer distance or shopping for heavy items, in which case they would far rather travel by car
- Walking and cycling were the most popular options for going to work, school or college
- Residents show greatest preference for using a bus when it is for a leisure/ entertainment trip

How would you prefer to travel for the following journeys?

Base sizes in brackets

■ Walk
 ■ Car
 ■ Bike
 ■ Bus
 ■ Park and Ride
 ■ Rail
 ■ From home/ online /delivery



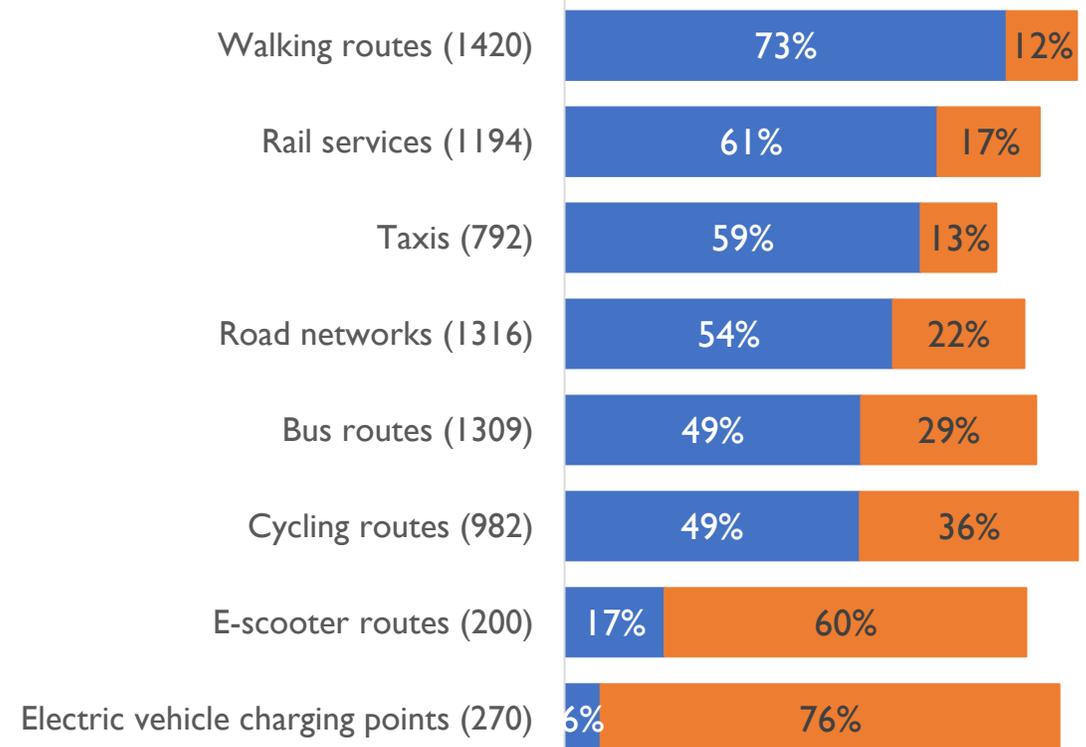
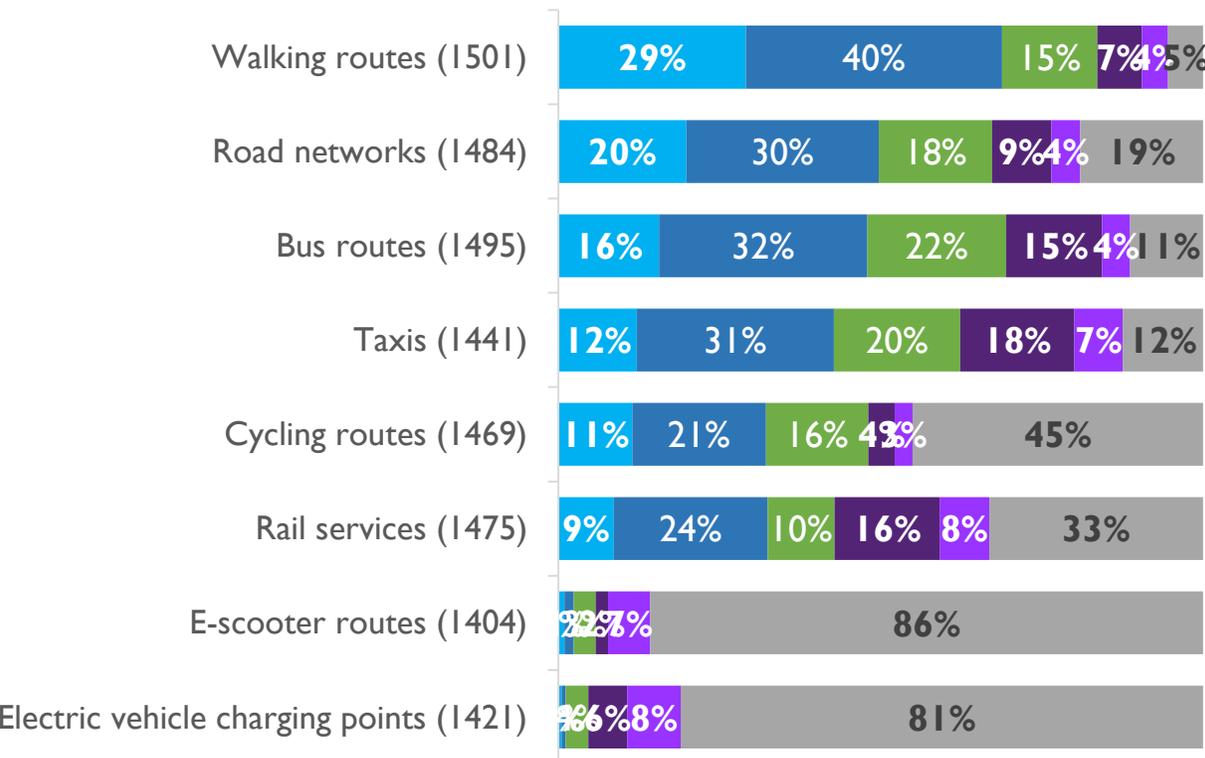
Our Big Conversation – Transport Strategy: Opinions of York Transport

- Residents are most likely to feel that walking routes meet their needs, followed by rail services, amongst those with an opinion, however more than 1 in 3 cycling route users felt that cycling routes did not meet their needs
- Residents are least likely to feel electric charging points meet their needs, though only 1 in 5 had an opinion

In general, how well do you feel the following transport systems in York meet your needs? Base sizes in brackets

Very Quite Neutral Not very Not at all Don't know / N/A

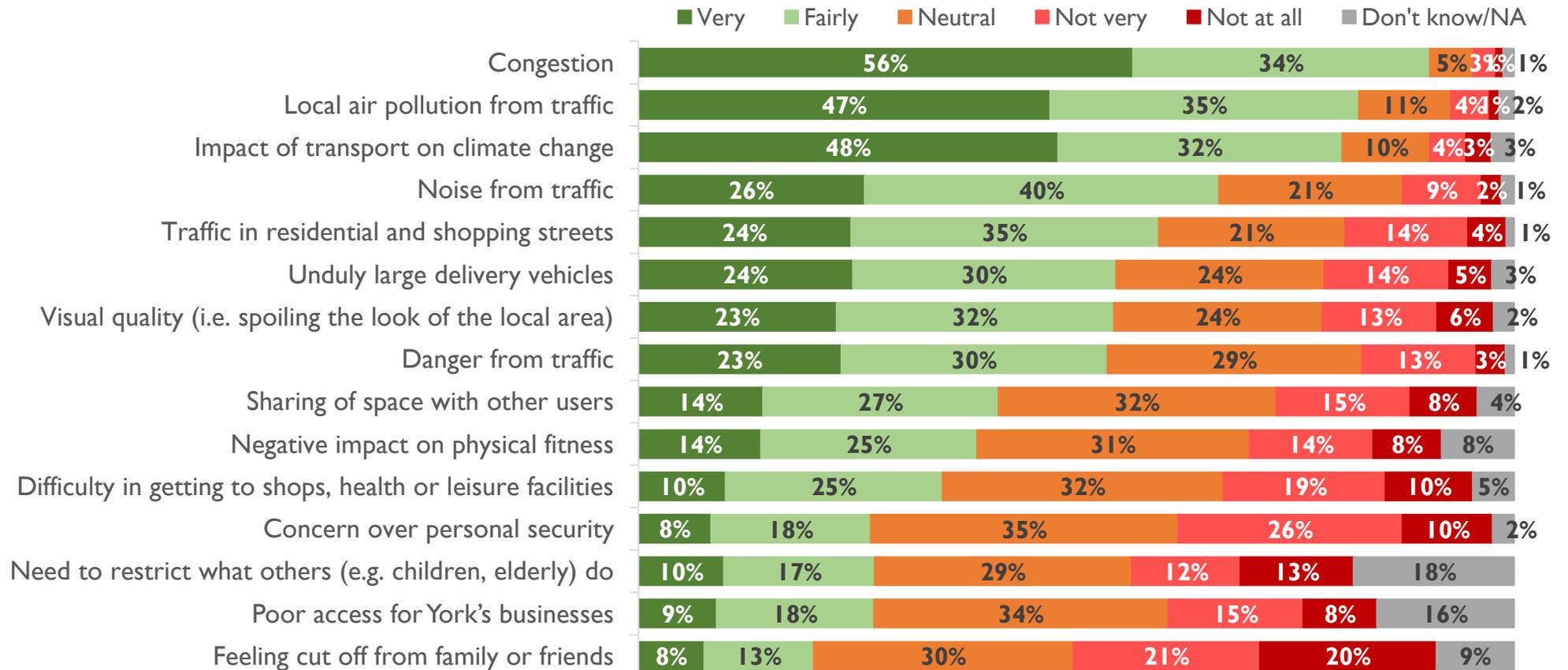
very/quite not very/not at all
N.B. Excludes "Don't know/NA" answers



Our Big Conversation – Transport Strategy: Perceptions of Transport Issues in York

- More than half of York residents consider congestion to be a very serious problem in York, while almost half consider local air pollution from traffic and the impact of transport on climate change to be very serious
- More than a third of residents did not consider feeling cut off from family and friends or concerns over personal security to be serious problems

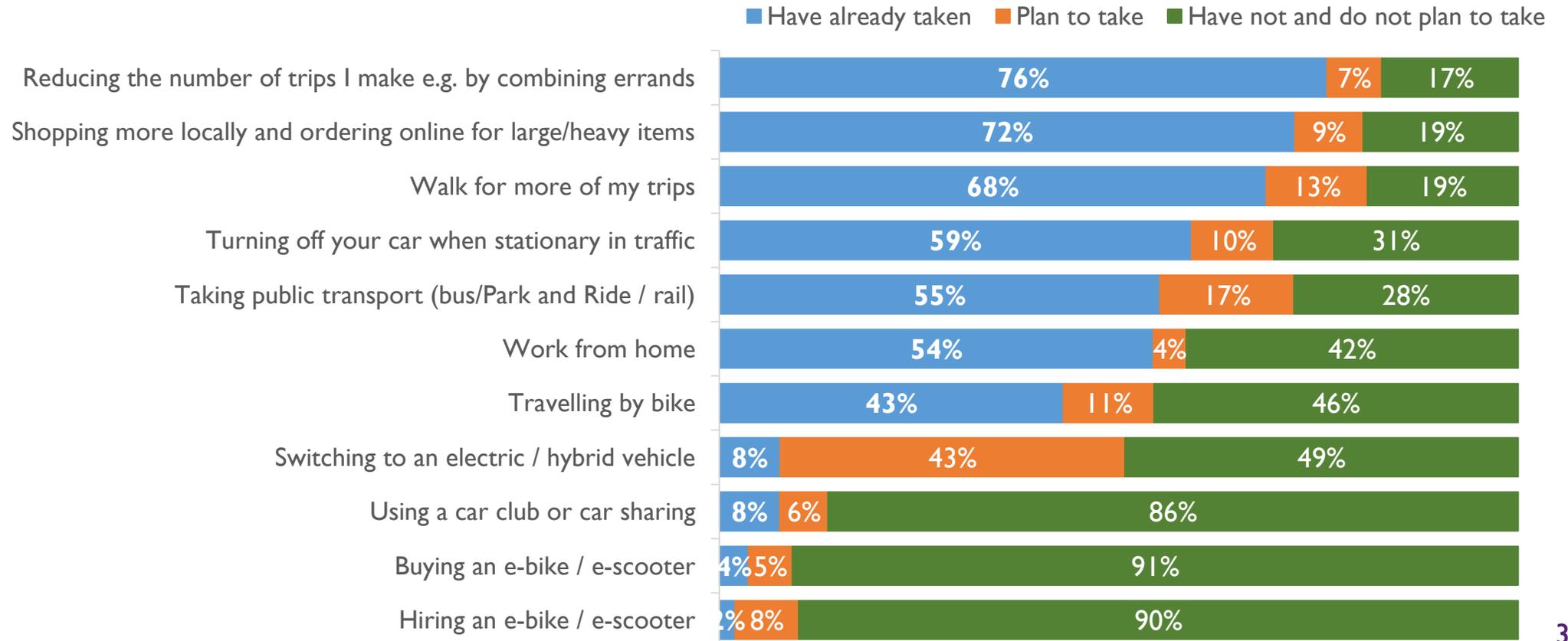
Please indicate how serious you think each of the problems listed below is in York
(1,114 responses)



Our Big Conversation – Transport Strategy: Reducing Congestion and Air Pollution

- More than 2 in 3 residents have already taken steps that will help ease congestion, i.e. reducing the number of trips they make, doing more of their shopping locally or online, and walking for more of their trips
- 43% plan to switch to an electric/hybrid vehicle but both current and potential take up of e-bikes/e-scooters is poor

Which, if any, of the following steps have you taken or plan to take that will help ease congestion and reduce air pollution in York?
(1,514 responses)



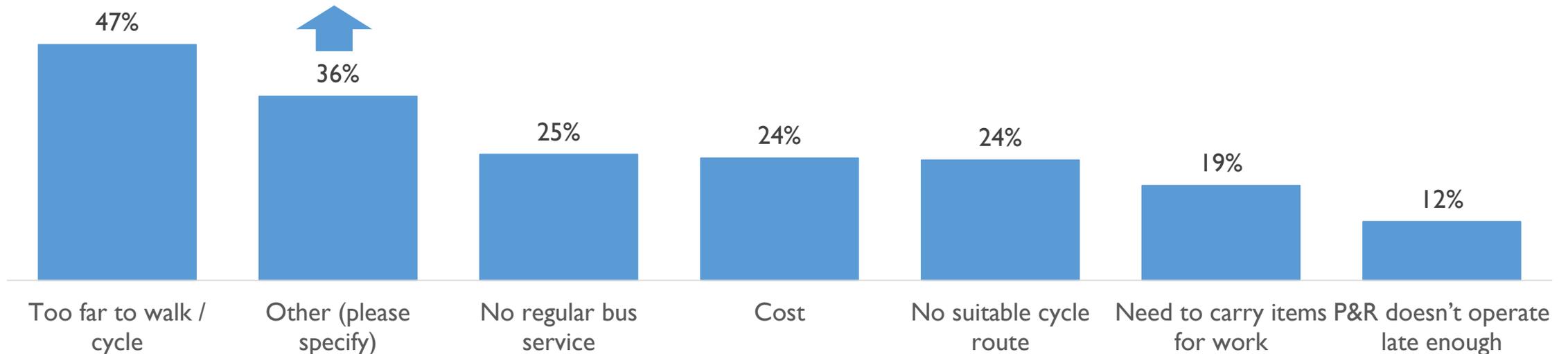
Our Big Conversation – Transport Strategy: Barriers to Sustainable Transport Use

- Needing to travel too far to walk or cycle is the main reason for not using sustainable transport more often
- Around 1 in 4 gave no regular bus service, cost and a lack of suitable cycle routes as barriers to using sustainable transport

What prevents you from using sustainable transport more often? (1,292 responses)

Key “other” responses:

- Buses are not regular/ reliable/ direct enough
- Nothing prevents me/ I already only use sustainable transport
- Mobility issues
- Car is more convenient
- Fear of Covid infection on the bus
- Need to carry shopping/ heavy items

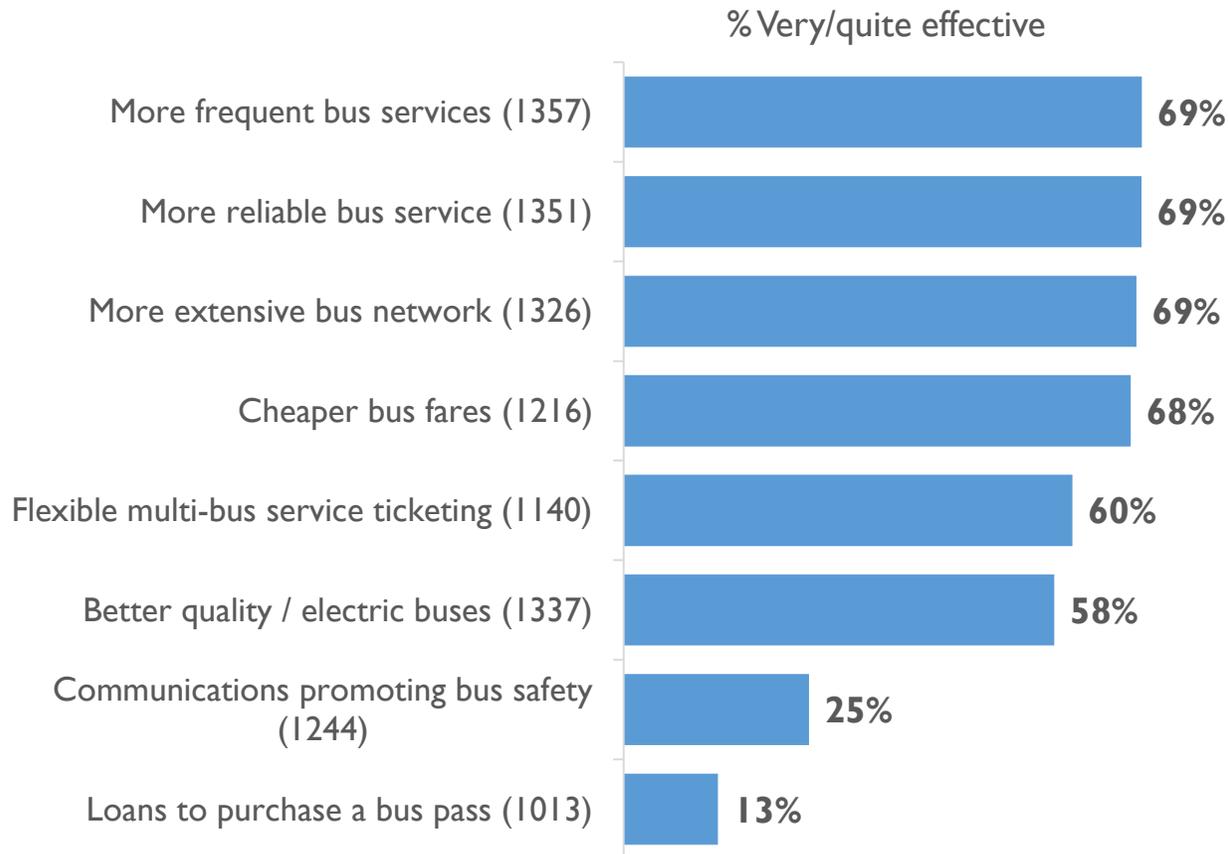


Our Big Conversation – Transport Strategy: Encouraging more Sustainable Travel

- More than 2 in 3 felt that a more frequent and reliable bus services, a more extensive bus network and cheaper bus fares would be effective in encouraging greater use of public transport
- The highest proportion of residents, just over half, considered more electric vehicle charging points to be the most effective measure in encouraging more sustainable driving behaviour

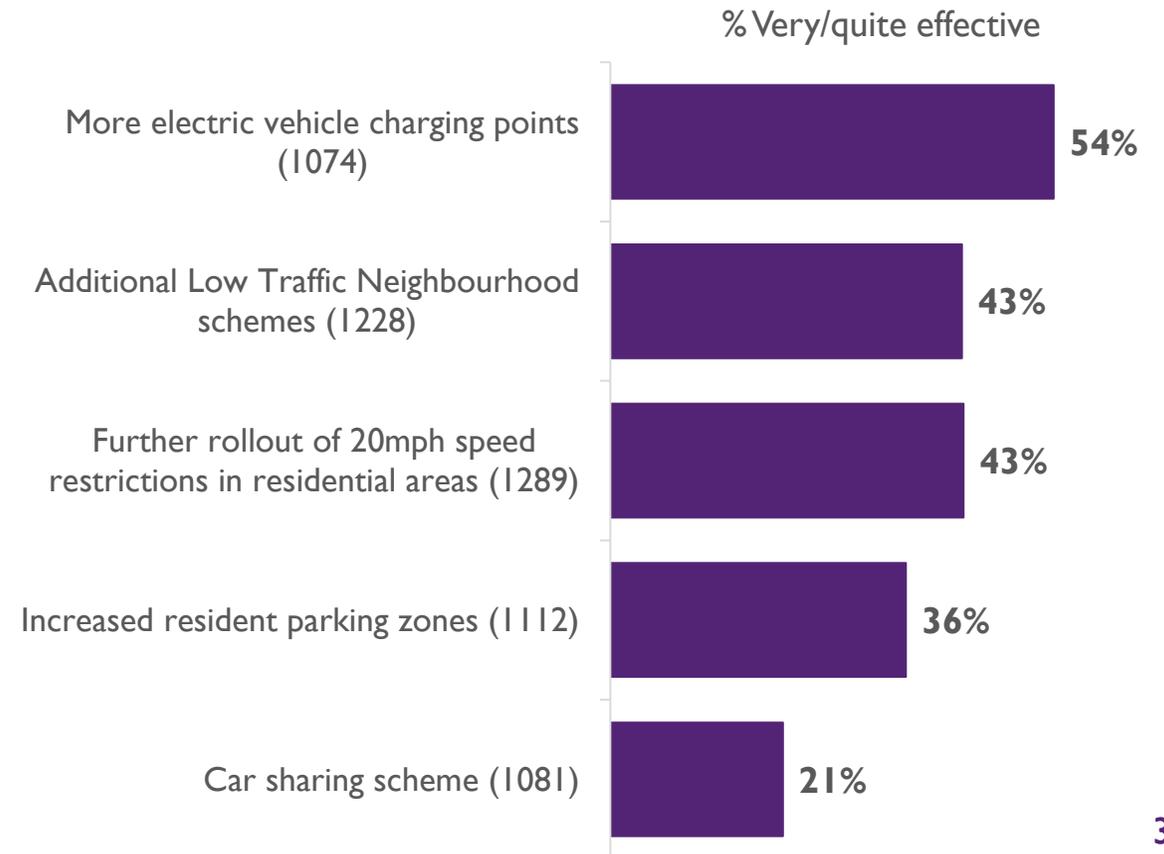
How effective would these measures be? Public Transport

Base sizes in brackets – excludes “Don’t know/NA” responses



How effective would these measures be? Traffic

Base sizes in brackets – excludes “Don’t know/NA” responses



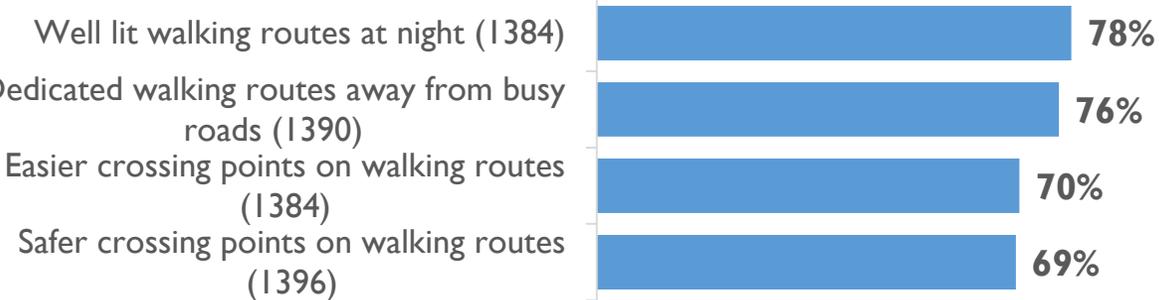
Our Big Conversation – Transport Strategy: Encouraging more Sustainable Travel

- Well lit, dedicated walking routes are considered the most effective means of encouraging more walking, chosen by more than 3 in 4 residents. A similar proportion consider safer and dedicated cycle routes would be an effective means of encouraging more cycling
- More flexibility from employers to work at home would be most likely to encourage residents to travel less, followed by a better range of shops and services near where they live

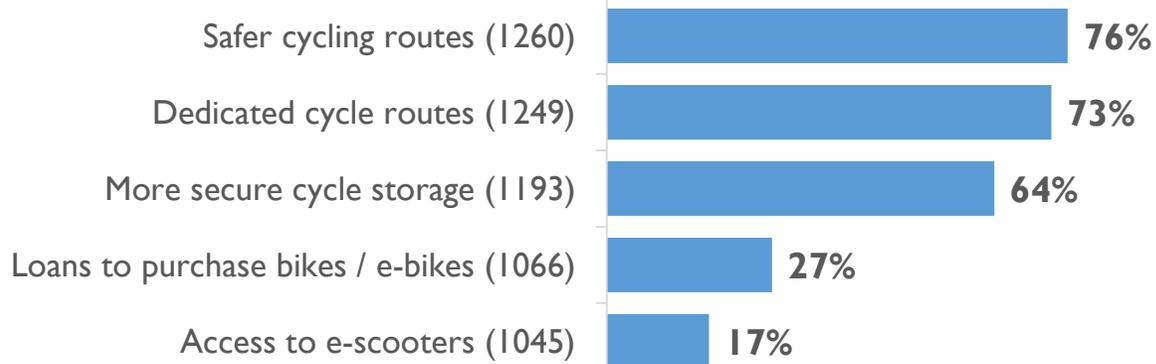
How effective would these measures be? Walking / Active Travel
Base sizes in brackets – excludes “Don’t know/NA” responses

How effective would these measures be? Travel Reduction
Base sizes in brackets – excludes “Don’t know/NA” responses

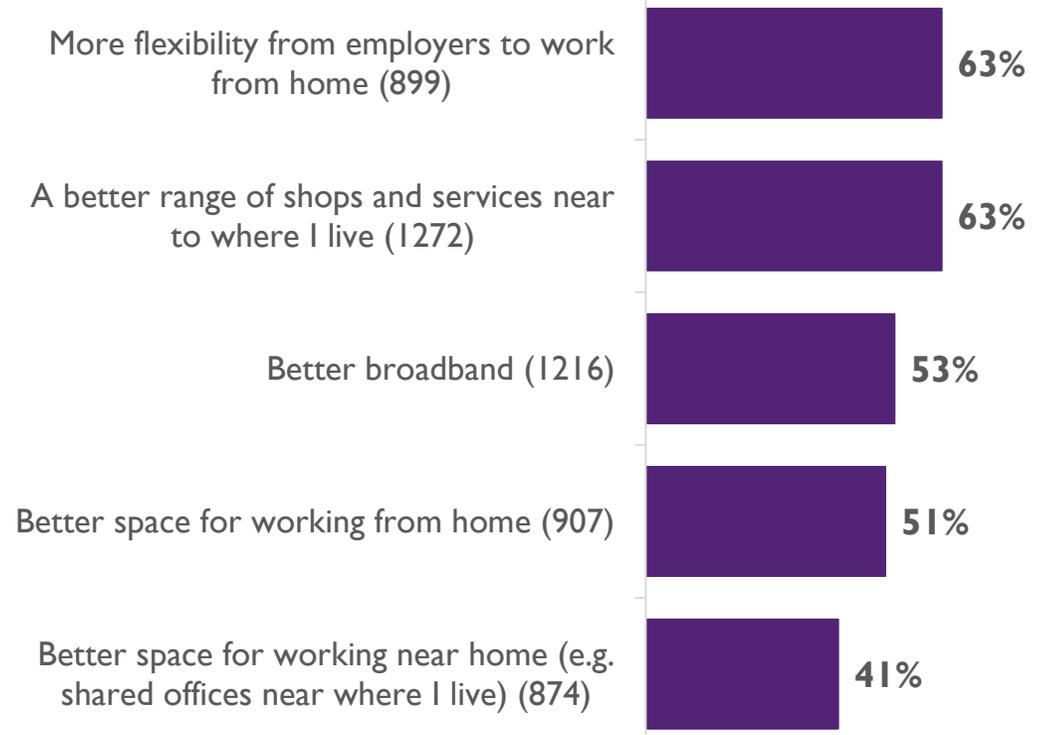
Walking % Very/quite effective



Active Travel



% Very/quite effective

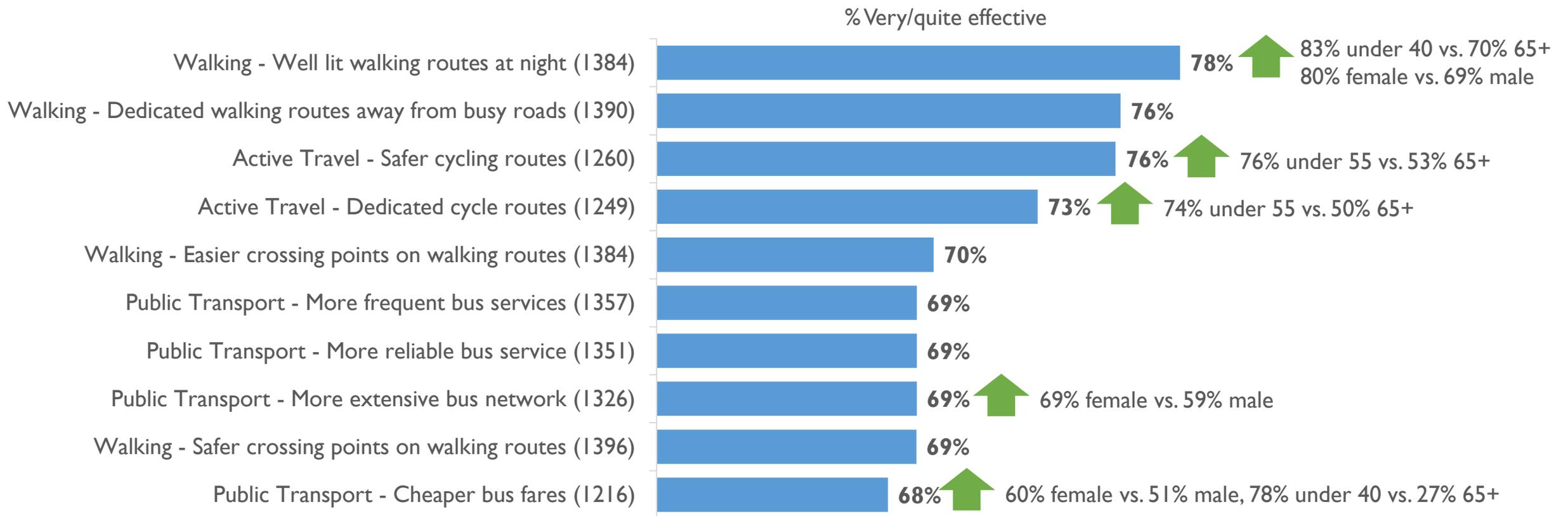


N.B. A high proportion of over 65s answered “Don’t know/NA” for the Active Travel statements (between 27% and 44%)

Our Big Conversation – Transport Strategy: Encouraging more Sustainable Travel

- Overall, the top three measures that residents felt would be most effective in encouraging more sustainable travel were:
 - Well lit walking routes at night (especially amongst females and under 40s)
 - Dedicated walking routes away from busy roads
 - Safer cycling routes

How effective would these measures be? Base sizes in brackets – excludes “Don’t know/NA” responses

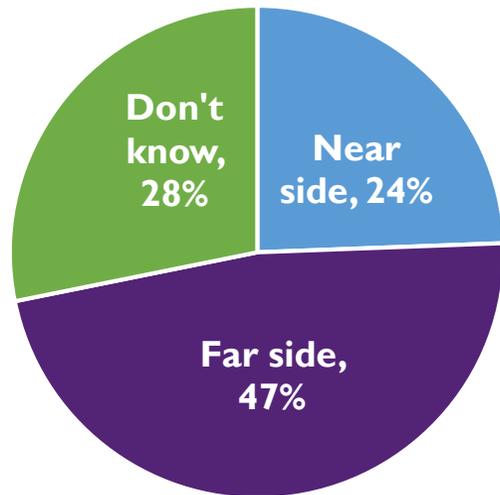


N.B. All sub-sample percentages are based on results including “don’t know” responses. N.B. A high proportion of over 65s answered “Don’t know/NA” for the Active Travel statements (between 27% and 44%)

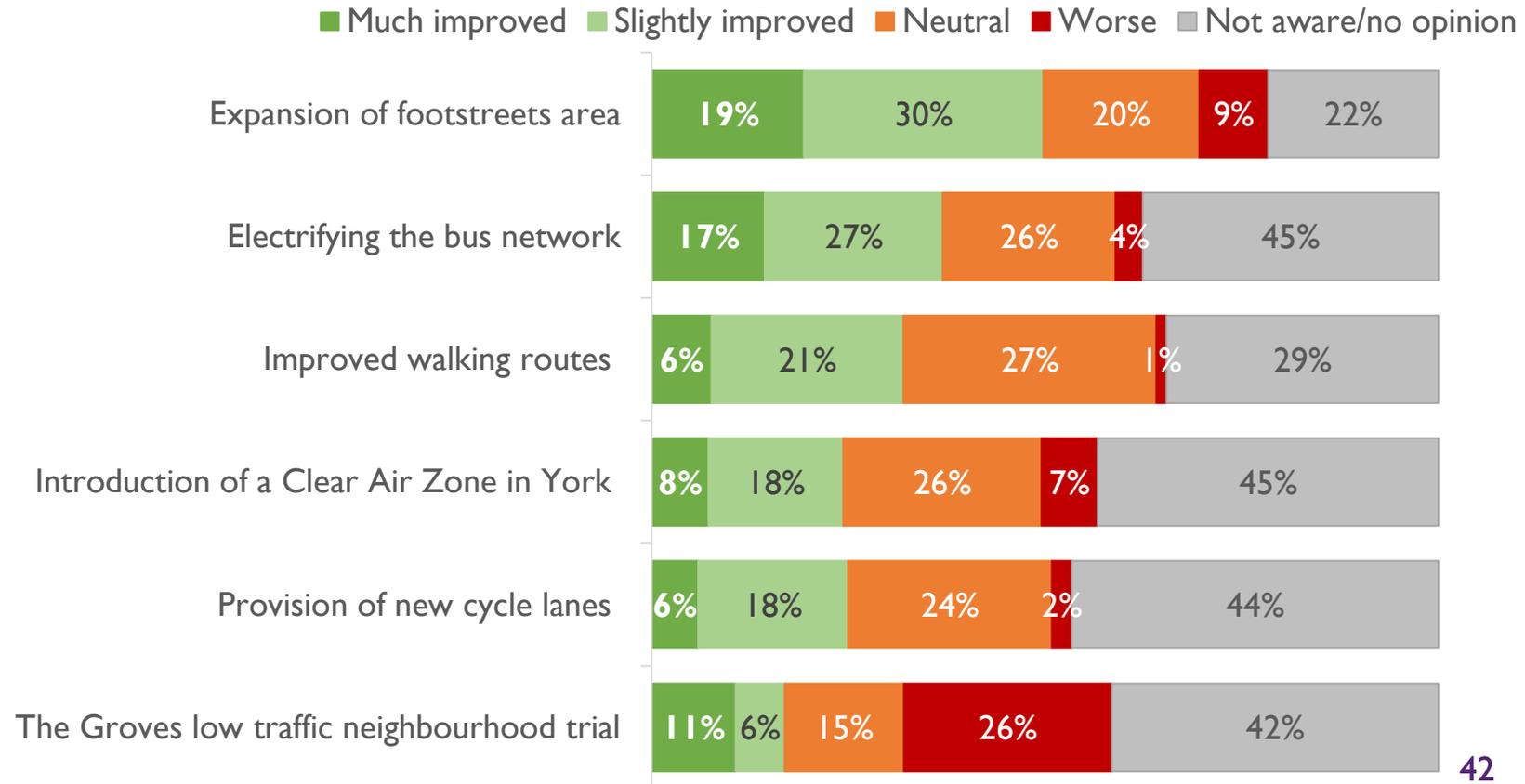
Our Big Conversation – Transport Strategy: Opinions of Transport Initiatives

- Almost half feel the crossing signs should be on the far side at pedestrian crossings
- Expansion of the footstreets area and electrifying the bus network were most likely to have improved residents' experience of the city centre in the past year
- The Groves low traffic neighbourhood trial was most likely to have made it worse, 26%. Overall, 42% did not have an opinion or were unaware of the scheme.

For pedestrian crossings, where do you think the crossing signs (green/red person) should be? (1,473 responses)



If you have been to the city centre in the past year, to what extent have the following initiatives improved your experience? (1058 responses)



Appendix I: Demographic Profile of Respondents

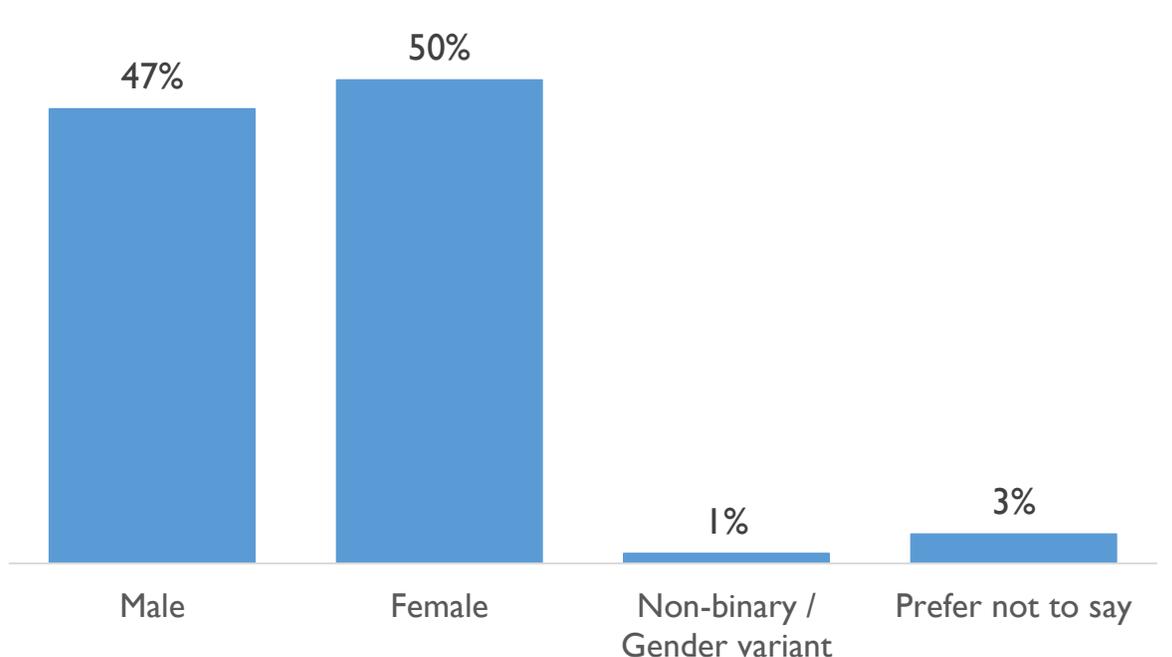
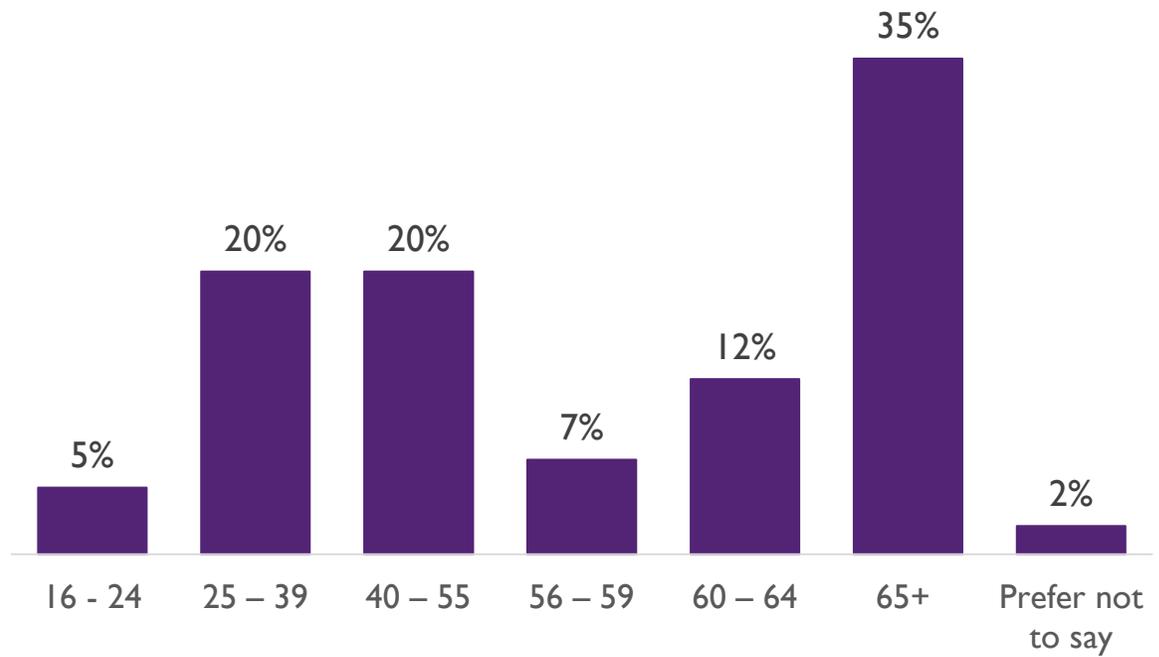


Our Big Conversation: Demographics Dashboard

Total survey participants: 1,934

Age (1,221 responses)

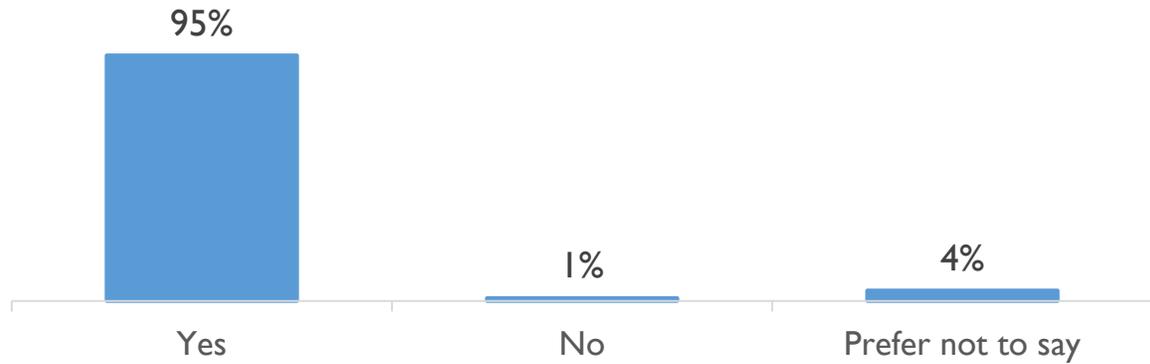
Gender (1,191)



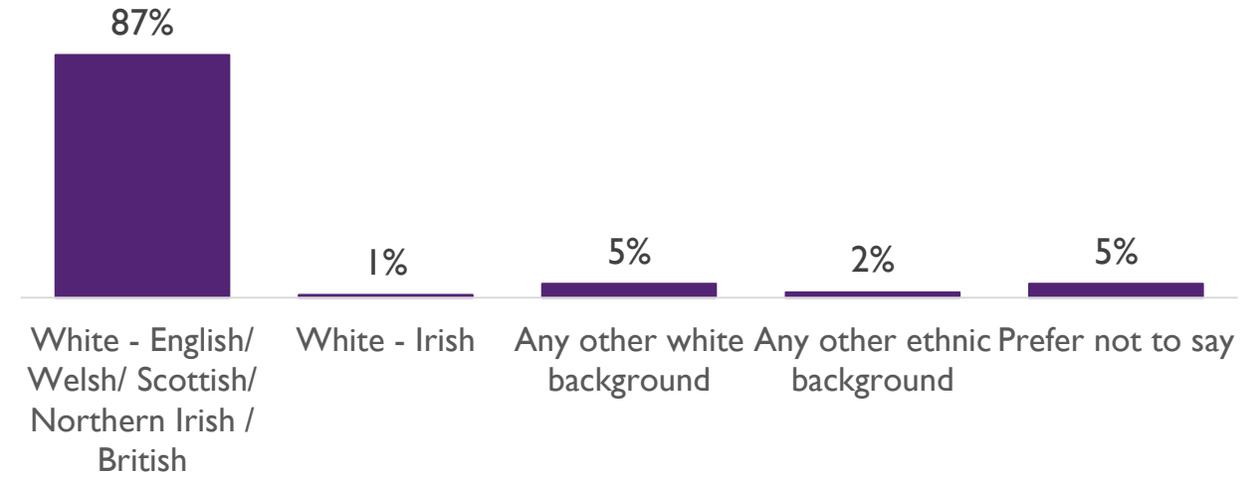
N.B. Totals may not add up to 100% due to rounding

Our Big Conversation: Demographics Dashboard

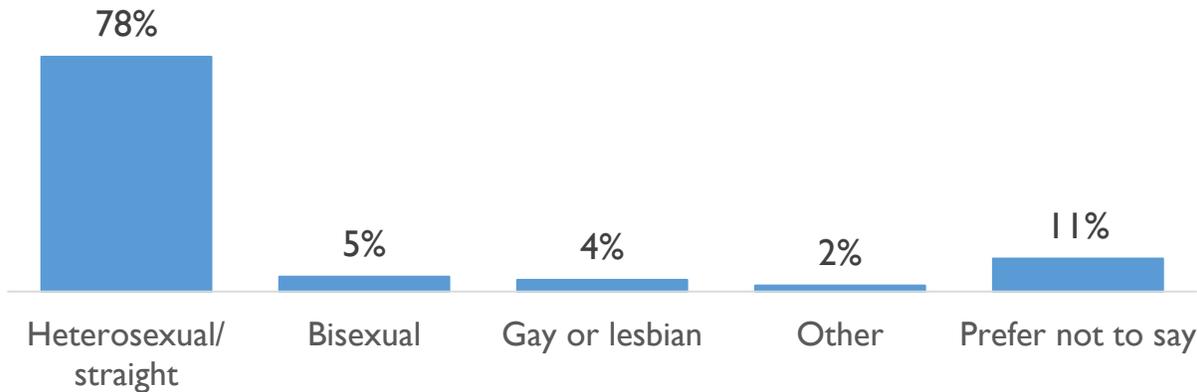
Gender same as sex registered at birth (1,164 responses)



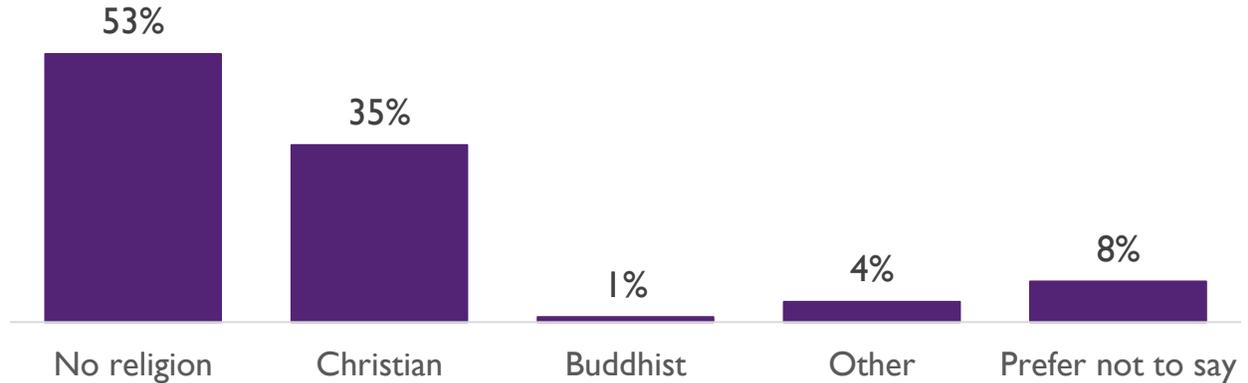
Ethnic group (838 responses)



Sexual orientation (830 responses)



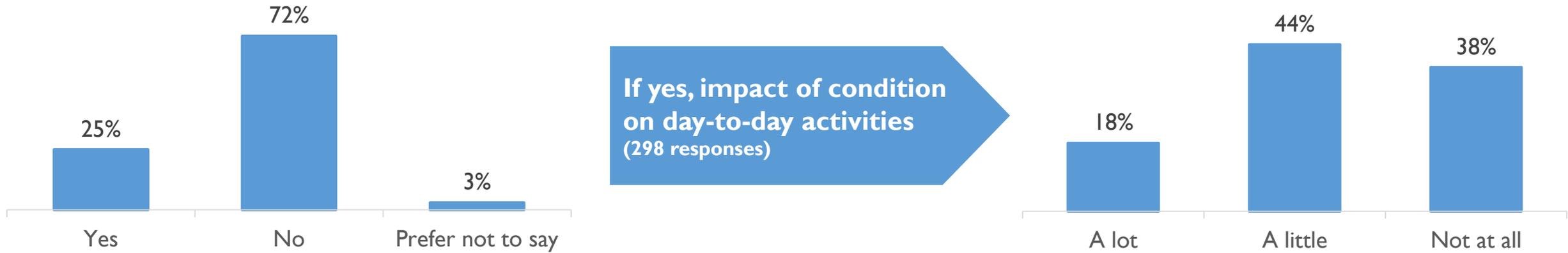
Religion or belief (824 responses)



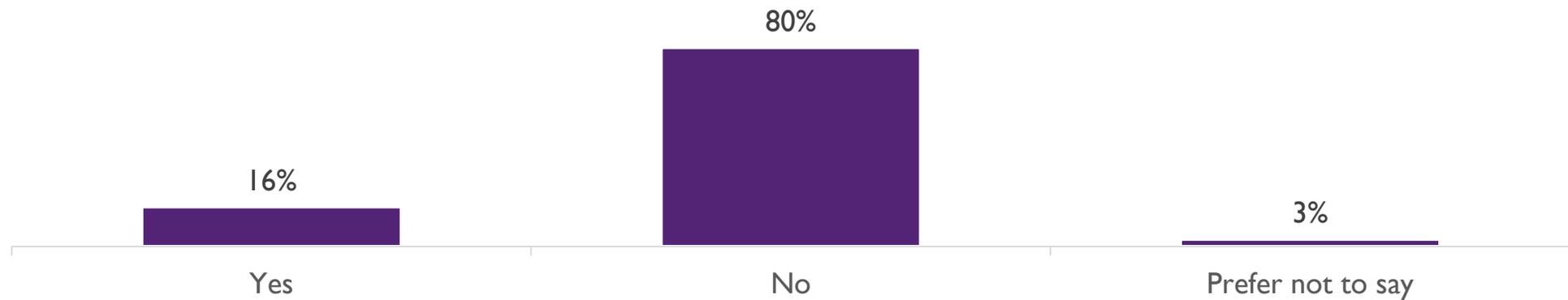
N.B. Totals may not add up to 100% due to rounding

Our Big Conversation: Demographics Dashboard

Physical or mental health condition or illness lasting or expected to last 12 months or more
(1,217 responses)



Do you look after, or give any help or support to, anyone (excluding paid employment)?
(831 responses)



N.B. Totals may not add up to 100% due to rounding

Appendix 2: Key Differences by Demographic



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%