

# **Net Zero Carbon Engagement 2021**

In Our Neighbourhoods Report



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### **Notes**

• This report covers the Commonplace Engagement with the general LCR population, Snap Survey Youth engagement, and draws in the findings from workshops/questionnaires conducted by Community Suppliers and the LCRCA. Throughout the report, the following key has been used to distinguish between the different methodologies.



Snap Survey & Commonplace Engagement run by the LCRCA



Workshop engagement run by the LCRCA or Community Suppliers

- The Commonplace response included confirmed, pending, and anonymous respondents, however there is no way to tell how many anonymous respondents are unique and no demographic data is available for them. However, the data has been cleansed of any duplicate comments.
- The general workshop data also includes 21 youth respondents (under 16) which were collated into a report and could not be unpicked. It is felt however that this shouldn't have much of an impact on the data.
- 13 respondents over the age of 25 took part in the youth survey run by the LCRCA. They were given the option to leave to take part in the general public survey on Commonplace yet some chose to stay. These individuals are included in the youth data, as their presence was deemed to have little impact on the results. However, notes are made where relevant to their presence and any impact on the data.
- Throughout the report the terminology 'base: xx' and 'n=xx' have been used. The 'base' refers to the people asked a particular question. Due to routing in the survey some questions were only asked to relevant individuals e.g. those already driving. 'n=xx' on the other hand refers to the amount of people who gave a specific response.
- Due to rounding and multiple choice questions some graph percentages may not add to 100%. Similarly, where overall agreement or happiness has been shown, the percentage may not equal the exact sum of the percentages shown separately. For example, somewhat agree may be 56% and very much agree may be 21%, but the joint percentage it may be 76% because this is calculated from the actual number of responses instead of just adding 56% to 21%, therefore showing a more accurate percentage.



# Project Team

#### **Environment**

Rachel Waggett, Principal Environmental Officer Sean Maher, Environment Officer

#### **Research & Engagement**

Morag Haddow, Research Project Lead Phillip Prescott, Engagement Project Lead Ya Ching Darnell, Engagement Co-ordinator Chris Murphy, Engagement Officer

# Reports

- Net Zero Carbon Topline Report
- Net Zero Carbon At Home
- Net Zero Carbon Transport and Travel
- Net Zero Carbon In Our Neighbourhoods
- Net Zero Carbon In the Workplace
- Net Zero Carbon Youth Report



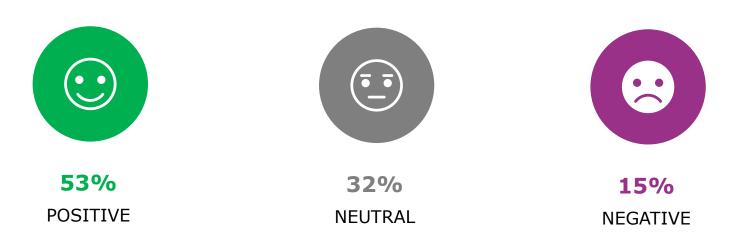
### **Net Zero Carbon – In Our Neighbourhoods**

The pandemic has highlighted more than ever before the importance of our green spaces. Not only are they crucial to our mental and physical health, they also help capture carbon emitted into the atmosphere and improve air quality. Enhancing our green spaces will similarly improve biodiversity, which is important to sustain and improve our ecosystem.

Food will also be grown and sold locally, reducing the need for produce to travel long distances. Our diet will change, as we eat less meat and move towards more plant-based foods, which crucially many of us could grow at home.

## **Key Takeaways: Overall Thoughts**

Only 53% are positive about the visions for neighbourhoods, 32% neutral, and 15% negative.



Base: 792

## **Key Takeaways: Concerns or Worries**

- A number of concerns and barriers were put forward in relation to the visions around our neighbourhoods, including lack of space to grow food, potential price increases, cost implications, potential increases in inequality, knowledge and education gaps, and potential behavioural barriers such as not wanting to change diets or grow food, certain supermarket practices, and a tendency towards convenience.
- In the Commonplace engagement 28% of the responses were from people in Sefton. Therefore one of the biggest concerns put forward in the Commonplace engagement was around contradictory behaviour and decisions from decision makers. For example, talk of going green whilst the Rimrose Valley road project still goes ahead. This potentially is an issue that needs to be publicly addressed as the contradiction could be a barrier to bringing people on board for the journey to Net Zero.
- For those in the youth survey there is also a concern about what impact these
  changes will have on their future choices (e.g. of what they will be able to eat).



### **Key Takeaways: Solutions**

- A number of solutions were put forward including:
  - Legislation to stop certain practices in supermarkets
  - Education around growing food
  - General communication and messaging
  - Protecting and increasing green spaces
  - Creating more land for growing food
  - Researching all options for energy including potential positives and negative impacts
  - Finance to support changes



### **Background**

In 2019, the Metro Mayor and the Combined Authority declared a climate emergency. They set a very challenging target for the Liverpool City Region to become net zero carbon by 2040, 10 years before the UK's deadline to be net zero carbon.

In order to help develop a plan of action it was felt important to undertake research to engage the public in how they felt about the visions for 2040, what benefits they felt these changes may bring to their life, and any concerns or worries they had or foresee having.

Understanding the current perception of the changes needed and any concerns or worries can be used to help the policy leads design policy and work schemes to bring the public on the journey to Net Zero.

This report brings together the findings of the adult and youth research and engagement around the visions for how our neighbourhoods will change.



## Methodology



#### **FIELDWORK PERIOD**

Tuesday 29<sup>th</sup> June 2021

Wednesday 15<sup>th</sup> September 2021



### 814 TOTAL RESPONSES TO THE IN OUR NEIGHBOURHOODS VISION

- 323 responses via Youth survey hosted on Snap Surveys
- 12 responses from Youth workshops/questionnaire
- 244 responses via General Population engagement on Commonplace
- 235 responses from General Population workshops



#### **METHODS AND RECRUITMENT**

- Self completion surveys. One designed for a general public audience and hosted on Commonplace. The other designed for a youth audience and hosted on Snap Surveys. Both were advertised through contacts, social media, internal LCRCA communications, and press releases.
  - Workshops facilitated by the LCRCA and workshops/questionnaires run by Community Suppliers that the LCRCA commissioned.





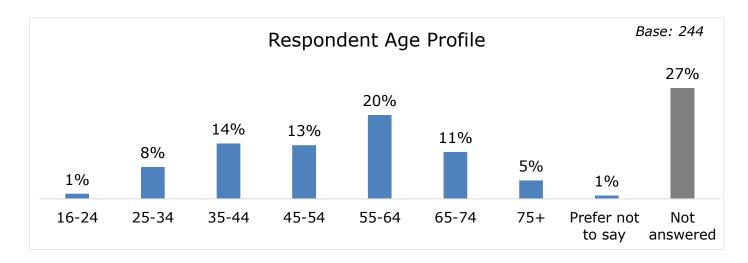
### **Commonplace Findings**

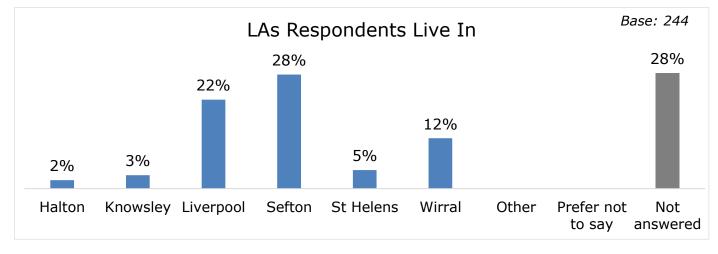


# 244 people responded to some or all of the 'Our Neighbourhoods' section on Commonplace



- As not every individual who engaged with the Commonplace questions answered all the sections it is important to understand the make up of the sample per section to fully interrogate the data. Who we are as individuals impacts our responses.
- Just under three in five (59%) of respondents to the neighbourhood section were between 35 to 74 years old. Yet, it is important to note 27% did not answer the demographic question regarding age. Furthermore few youth (under 25s) took part in this survey as a specific survey was designed for them on Snap.
- 28% were Sefton based, 22% Liverpool based, 12% Wirral based, 5% St Helens based, 3% Knowsley based, and 2% Halton based. 28% did not answer this question or are anonymous respondents where no demographics were collected.

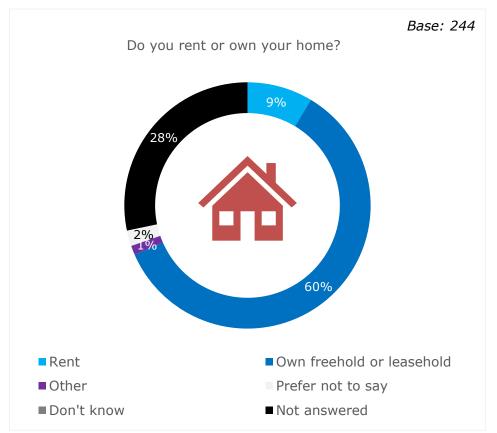


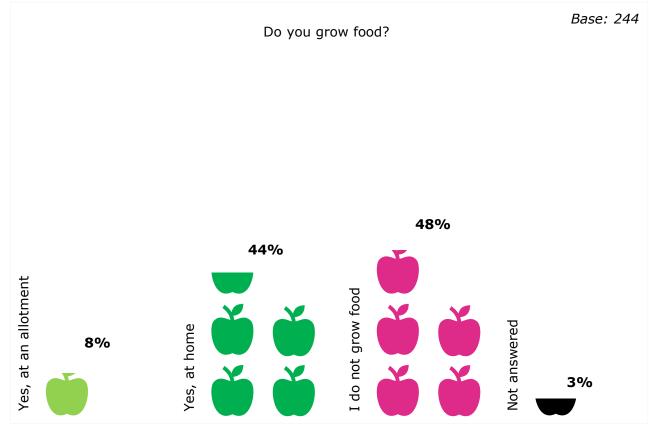






# Three in five (60%), of those who responded to some or all of the neighbourhood section, own their home, and just under half (49%) currently grow their own food in some capacity.



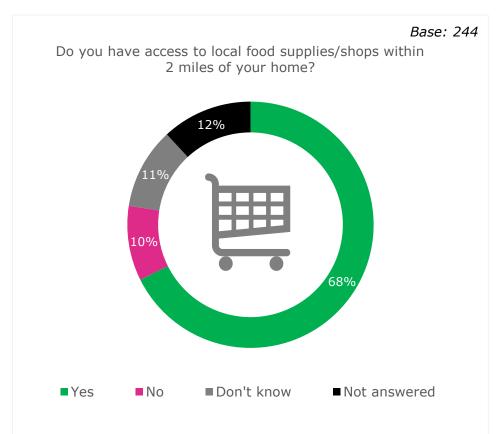


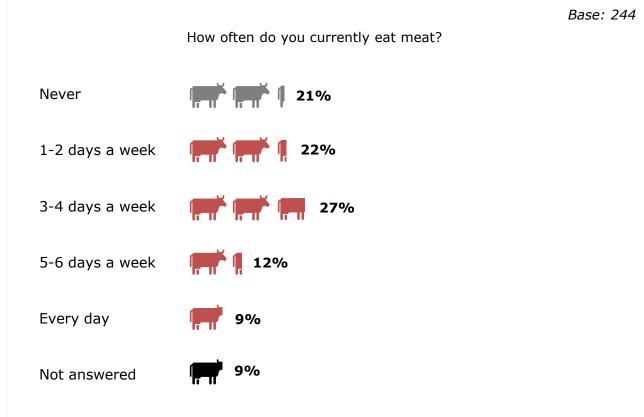


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# 68% have access to local food supplies or shops within 2 miles of their home, and 70% eat meat.

Although, only 9% report as eating meat daily.



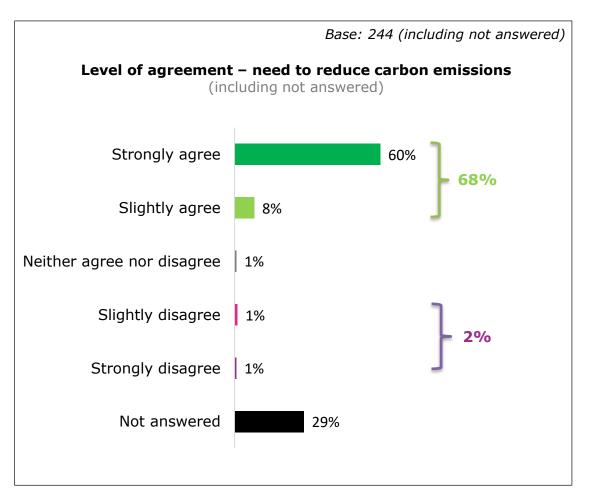


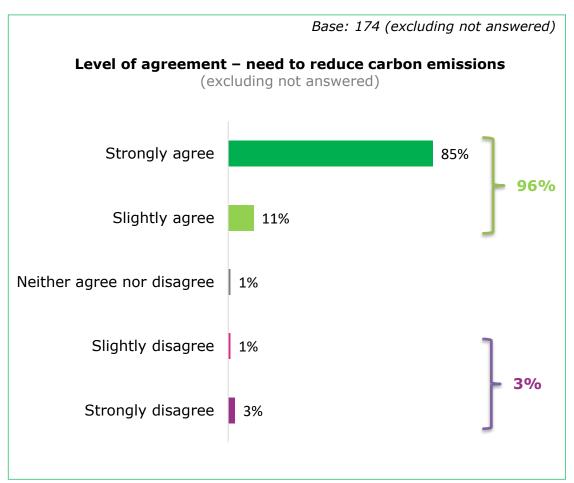


# 68% of those who responded to the neighbourhood section agree we need to reduce carbon emissions.



This rises to 96% when we exclude those who did not answer the question (base: 174).



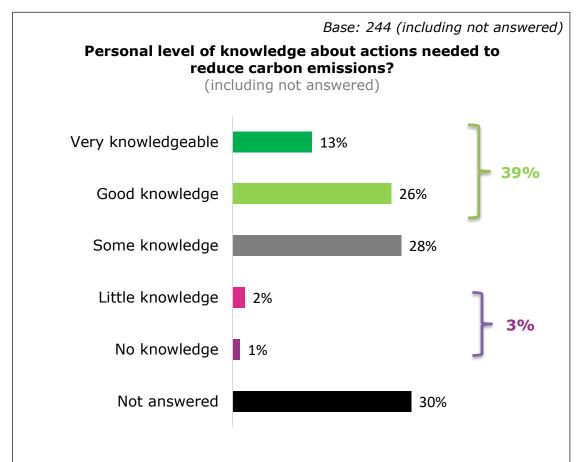


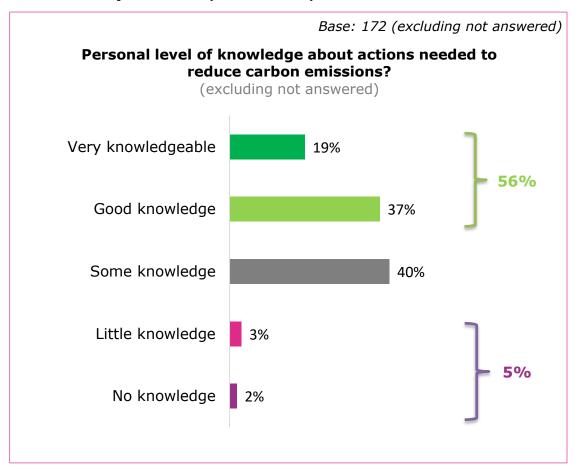


#### \*= \*= \*=

# However, only 39% of those who responded to the neighbourhood section feel they have good or very good knowledge of what actions are needed to reduce carbon emissions.

This rises to 56% when we exclude those who did not answer the question (base: 172).









### Visions for Our Neighbourhoods



The pandemic has highlighted more than ever before the importance of our green spaces. Not only are they crucial to our mental and physical health, they also help capture carbon emitted into the atmosphere and improve air quality. Enhancing our green spaces will similarly improve biodiversity, which is important to sustain and improve our ecosystem.

Food will also be grown and sold locally, reducing the need for produce to travel long distances. Our diet will change, as we eat less meat and move towards more plant-based foods, which crucially many of us could grow at home.



# 76%, of those that responded to the question (base=222) felt positive about the overarching statement for our neighbourhoods in the future on seeing the vision for the first time.











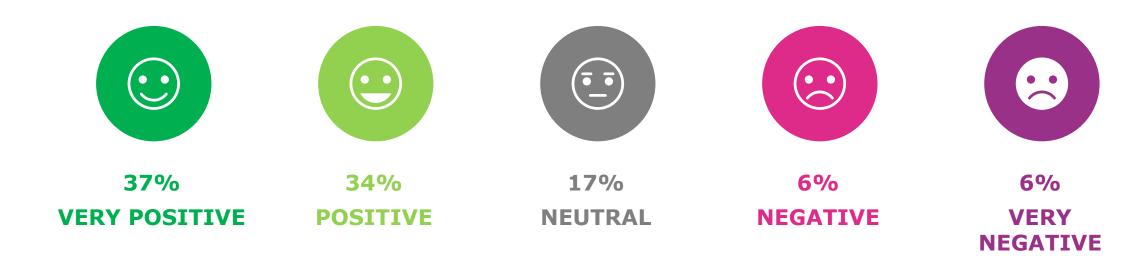
Base: 222 (excluding Not answered n=22)





# This drops slightly after seeing all the visions for our neighbourhoods, with 71% of those that responded to the question (base=222), feeling positive about the overarching statement for future neighbourhoods.

With those answering very positive dropping from 46% to 37%.



Base: 222 (excluding Not answered n=22)





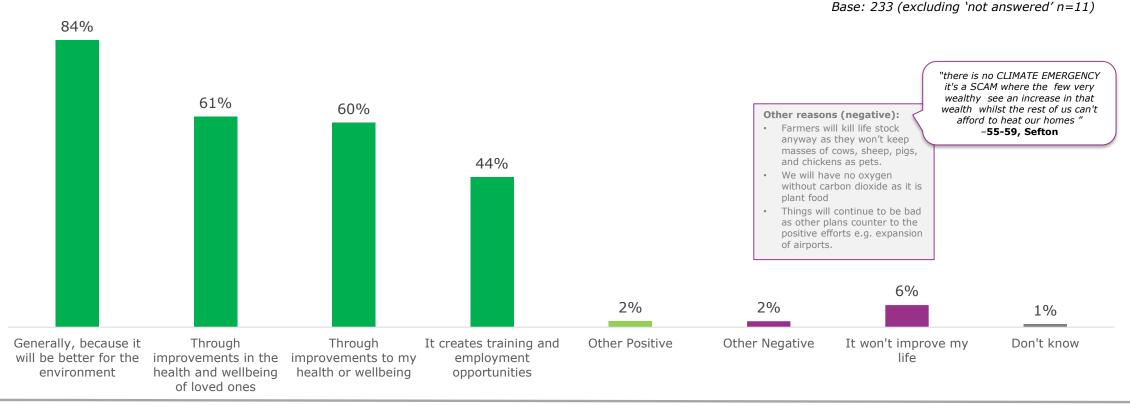
# New Technology

• **New technology:** Air pollution will be a thing of the past, with clean technologies and renewable energy (e.g. wind, solar and tidal) gradually replacing fossil fuels in industry, power stations and vehicles, improving our health.



# Only 6%, of those that responded to the question (base=233), felt that the new technology vision would not improve their life.

**94% noted at least one improvement**, with 84% picking that their life would improve generally as it would be better for the environment, followed by 61% and 60% respectively who felt there would be improvements in health and wellbeing of loved ones and/or their own health, and 44% who felt the vision creates opportunity for training and employment.







"Wind power:

heard they

break and just

creatina

landfill"

- 35-44

Knowsley

The main concerns or barriers were the perceived contradictory nature of decisions being made in the city region (28%), the slowness or superficial nature of the action (17%), the lack of change in direction from businesses (13%), politics getting in the way (13%), and a lack of sufficient finance and investment (10%).



28%

Contradictory action that appears to go against 'green' policies (e.g. Rimrose Valley, airport expansion)

"Why are the Liverpool City Region allowing Rimrose Valley to be covered in tarmac and cement, surely this goes against all "green" policies, - 55-59, Sefton



**17%** 

Unrealistic, superficial, **slow, or uncommitted action** 

"I'm worried it won't happen"
- 35-44, Sefton



13%
Lack of change in direction from businesses

"While manufacturing goes on, so air pollution will persist." - Unknown, Sefton



13%

**Politics** getting in the way of action

"I don't think national Governments place enough weight and support behind this move despite lip service to environmental issues." –

35-44, Liverpool



10%
Lack of sufficient finance & investment

"Vision not being achieved through lack of investment, political will and general desire to move things forward to a greener economy"

- Unknown

Base: 99 (excluding those with no concerns n=4)

#### Other reasons:

- Negative consequences of 'clean' energy (7%)
- Cost and affordability of the changes for people (6%)
- Lack of public interest or willingness to change (5%)
- Predictability and viability of wind, sun, and sea (5%)
- Negative consequences of using batteries (e.g. harmful extraction methods, and what will happen to them at the end of their life) (4%)
- Reducing car usage (4%)
- Negatives of wind farms (e.g. broken or past their use wind turbines going to landfill, bird and sea animal disruption) (4%)
- Negative consequences of eating less meat (e.g. unwanted farm animals killed, impassable wasteland as shrub that animals eat grows out of control, loss of livelihood for farmers, more farting, social isolation) (3%)

(12 Other Codes with 2% response rate included in Notes on PowerPoint)





### 79 respondents offered potential solutions in the main revolving around reversing or stopping projects that appear contradictory to the 'visions' (39%).



39%

Stop plans or decision that appear contradictory in nature to the visions. Explore different options to such plans (e.g. airport expansion and Rimrose)



Change in politician behaviour and attitude



14% **Proper investment** 



13% Financial aid/incentives (e.g. grants)



10%

Research all option (including nuclear) and ensure that these alternative measures actually are better for the Earth/research all options

"Building a massively environmentally polluting road through Rimrose Valley in another classic example of environmental hypocrisy. Positive and credible environmental action Is required not green washing, platitudes & box ticking."

- 65-69, Sefton

"Ideally power for local usage would be local, bluesky dreaming would have it as a local cooperative so everyone would see immediate benefit. Solar panels on every suitable roof and even on vehicles such as busses and trains, local wind turbines, ground or air source on a per street level. Could funding come from community local and national combined."

- 60-64, Sefton

"Don't force people to change the way that they get their energy...What happened to freedom of choice."

- Unknown, Liverpool

#### Other reasons:

· Education and communication to engage the public (8%)

Base: 79 (excluding those with no concerns n=3)

- Improve public transport and active travel options (e.g. Regulated and cheaper buses that are prioritised on the road, more reliability and frequency, and creation of safe cycle lanes/routes) (6%)
- Listening to people (4%)
- Support transition away from meat diet (e.g. initiative such as American 5 meals a week campaign, and NHS/GP to educate people) (3%)
- Legislation (3%)
- Let it happen naturally rather than setting a target (1%)
- Publish air quality monitoring such as at schools without fear (1%)
- Local Co-operative for local power usage (1%)
- Look at the problem from a different dimension (1%)
- People being willing to make the change (1%)
- Significant improvement in charging points (1%)
- Don't force people to change (1%)





### Green Space, Land Use, Food Miles, and Growing Food



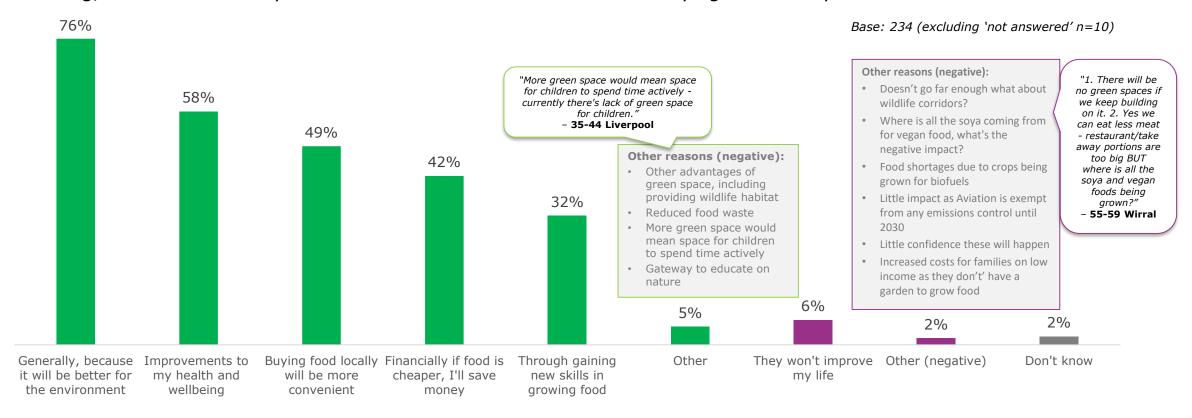
- **Green space:** Easy access to local green space will help people keep active and connected to nature.
- Land use: As we are eating less meat, fields can be turned into forests to capture carbon.
- Food miles: There will be a shift to locally grown food being sold at local shops, reducing food miles.
- **Growing food:** More people will grow food at allotments, gardens or backyards, helping people to access fresh seasonal food. Food waste will also be reduced.



### 

# Only 7%, of those that responded to the question (base=234), felt that the visions in relation to green space, land use, food miles, and growing food would not improve their life.

**Just over 9 in 10 (91%) noted at least one improvement**, with 76% picking that their life would improve generally as it would be better for the environment, followed by 58% who felt it would improve their health and wellbeing, and 49% who they would benefit from the convenience of buying food locally.







### Barriers in the main related to feeling generating green space doesn't seem a priority (35%), the lack of sufficient space and land for growing food (26%), and human behaviour being a barrier (22%).





#### 35%

Generating green space doesn't seem a priority (e.g. car parks being built, and green spaces disappearing, trespassing laws)

"Generating new green space doesn't seem to be a priority. E.g. when removing the flyovers a Car Park was built. Why not a park if we want to discourage car usaae?"

- 25-34, Liverpool



#### 26% Lack of sufficient space/land

"Not enough land to grow food. Big supermarkets will not stock food that can't be delivered nationally." - Unknown



#### 22%

Human behaviour / public by-in (e.g. convenience of super markets, how it will fit into people's lives, lack of incentive to transition, and tendency to pave over gardens)

#### 15%

**Education/Knowledge** (e.g. where food from, what it looks like, how to grow it, and how to budget)

#### 10%

**Cost** (e.g. of food/ starting green businesses)

"People are so used to the convenience of supermarkets and find it easy to forgot where food may have been arown and the impact of that transport/packaging required to achieve this 'convenience'."

- Unknown

"After growing my own veg I know what proper food tastes like, it's wonky and has soil on it, educate the public that its is not straight and perfectly washed before you buy it. Education education education" - 55\*59, Sefton

Base: 104 (excluding n/a answers=7)

#### Other reasons:

- Supermarket practices (e.g. 'perfect veg')(6%)
- Time needed to grow food (5%)
- Proposal being to ambitious (5%)
- Lack of agricultural workers / Wages for agricultural workers need to be better (5%)
- Unreliable of food supply and selection (e.g. Climate not allowing certain things to grow) (4%)
- Perceptions of safety (e.g. of local shopping) streets or air pollution impacting on food growing) (3%)
- Limits of physical health (i.e. ability to grow food) (3%)
- Unrealistic/won't solve issue (3%)
- Skills in green industries (2%)
- What will happen to agricultural workers/farms/farm animals? (2%)
- Funding (2%)
- Landowner financial decisions (2%)
- Lack of choice (2%)

(7 Other Codes with 1% response rate included in Notes on PowerPoint)







# \*\*\*

# Potential solutions in the main related to public awareness campaigns and education (27%), and change in thinking by central and local government (22%).



27%

**Public awareness campaigns** (including carbon warnings like cigarette warnings)/ school education





Change in council/government/political thinking (including decisions around Peel Ports Access Scheme and the airport)



18%

Restoring, protecting and prioritising green spaces



12%

More allotments / community gardens



11%

Provide financial incentives and support (e.g. more investment including in micro-farming and management of open space)

"Links with school to get children engaged could also pave the way for a future generation of people who will grow and shop locally and healthily."

— Unknown

"Stop the plans for the road and plan for a more sustainable and less destructive route and mode of transportation." — 60-64, Sefton

"1-providing easy accessible allotments for those willing to grow their own but who don't own gardens/land
2- promote agricultural work as a career or as seasonal work for locals."

– 25-34, Liverpool

Base: 85 (excluding n/a answers n=1)

#### Other reasons:

- Forcing change in retail practice (e.g. around plastic use, promoting seasonal/local food) (6%)
- Ensure you obtain community buy in and that benefits stay in local community (6%)
- Move freight to rail, don't build new road to Port of Liverpool (i.e. Rimrose Valley) (5%)
- More enlightened re-use of brownfield sites (4%)
- Living walls and vertical farms (4%)
- Promote agricultural work (2%)
- Pay farmers to grow forests (2%)
- Make food more affordable (2%)
- Take radical action that works (2%)

(23 Other Codes with 1% response rate included in Notes on PowerPoint)





### **Other Ideas and Thoughts**





# At the end of the survey respondents to the Commonplace survey were asked if they had any other thoughts or visions about how our neighbourhoods could look like in the future. Some felt they would be greener with a more local focus.



#### More greenery and improved blue and green infrastructure

- A lot greenery, including vertical garden walls, rooftop gardens/ food growing areas, wildflowers, green corridors, community gardens, parklets, more allotments, fruit trees and food forests etc.
- Rangers to look after green spaces.
- No pesticides used
- Replenishment of seagrass meadows
- Encouragement of regenerative agriculture
- Less mowing of grass areas
- Stricter rules for the removal of trees, tarmacking green space



#### More local living with closer communities

- Cooperation and closer neighbourhoods
- More small scale local organic producers and weekly markets / local shops (15-minute neighbourhoods)
- Instead of relying on individuals being responsible for solar power, air pump heating etc, we should have community resources that distribute electric / heat energy around the locality for the benefit of everyone, including those who cannot afford it or whose house is not suitably positioned.



#### A shift away from private transport

- More low traffic neighbourhoods
- Walking, cycling and public transport would become real alternatives to private vehicle travel
- More protected cycle routes
- Tram line
- Less traffic



#### Reduction in waste and improvement in waste management

- More focus on zero waste
- More public bins
- Cleaner



#### Other

- Less work hours/more flexibility to allow more time to grow and produce own food
- Green education embedded in school curriculum
- UK holidays
- EV's including Trucks will dominate the transport infrastructure
- Well insulated and efficient housing will improve quality of life while reducing power demands.







# Yet some questioned whether there would be a change at all with amiss trust for government (local and national) and businesses coming through.

#### It won't be better

- Mistrust at government and organisations to do the best for people and not their pockets
- Worried about scale of housebuilding/road building
- Applies more to affluent areas than poorer ones
- · One size fits all approach not ideal
- · Leaseholds will get in the way
- Will fail if not consumer driven
- Can we grow enough food?
- · Change not happening fast enough
- What about the impact of immigration
- If law and order isn't upgraded the drug gangs will ruin everything.
- Areas being overlook such as sea levels rising
- Also will consideration be given to elderly been able to access parks and shops.







### **General Population Workshop Findings**



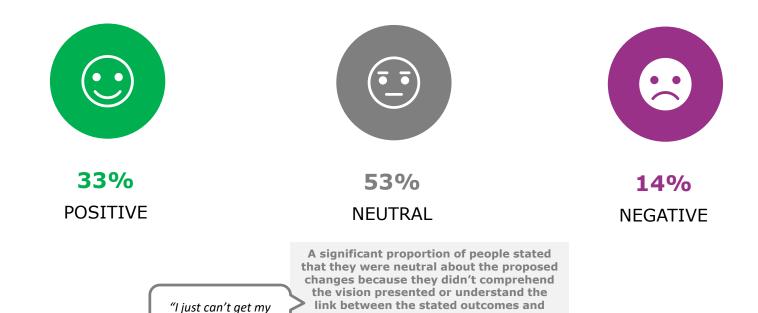


# Visions For Our Neighbourhoods



Some people say that our diet will need to change too. In order to reduce carbon emissions, we'll consume less meat, which is likely to be relatively more expensive, and we'll move towards more plant-based, locally sourced, foods too, some of which we could grow at home.

# 33% of those asked about the homes/neighbourhood vision in the adult workshops were positive about the vision, although 53% were neutral about it.\*



how these would improve the

environment. For example, why a locally produced plant diet is better than a locally produced meat diet.





head around it."



### Environmental improvements and reduced food waste were cited as the benefits of the vision related to neighbourhoods. Yet concerns around fairness and barriers related to knowledge and behavior were raised.

In the workshops participants were asked if they could think of any solutions to these concerns or worries. Suggestions included training and teaching people and earmarking more land.



#### **Positives and Benefits**

- Reduction in the amount of waste. Although food packaging was not stated explicitly in the vision, the proposal for more food to be grown locally or at home would mean fewer wrappers and containers.
- Those that took part in the Food Growers' Network focus group particularly commended that the vision was long term.
- There was also a view that eating less meat would be healthier for people too, as well as having positive environmental impacts.



#### **Concerns or Worries**

- Fairness issues
  - Communities will become ever more segregated. E.g. people who live in flats or terraced houses would not be able to grow their own food to the same degree.
- Knowledge barriers
  - People lack the knowledge and skills to grow their own food.
- Behavioural barriers
  - The idea of people changing their diet to eat less meat provoked a strong response.
     The opinion was expressed that meat is an essential part of a human's diet.

#### **Solutions**

- Education and knowledge
  - Train/teach people how to grow food.
- Other
  - Identify and earmark more land for growing food.

There were clear differences in the sentiments expressed in the different focus groups. At the Food Growers' Network workshop, the feeling was that change was not happening quickly enough. However, in the Maximum Edge workshops, which comprised citizens who were less engaged in matters relating to the environment, participants expressed more practical, day-to-day concerns.





### **Youth Engagement Findings**





# What food could be like in 2040...



- Food will be grown and sold locally, reducing the need for it to travel long distances.
- Our diet will change, as we eat less meat and move towards more plant-based foods, which many of us could grow at home or on allotments.



# The vision present in the youth survey focused on the food aspect of the neighbourhood vision.

**Only half (50%)** of those that responded to the youth survey are somewhat or very happy with the vision presented regarding food in 2040. A third (33%) are unsure, neither happy nor unhappy.







29% SOMEWHAT HAPPY



33%
NEITHER HAPPY NOR
UNHAPPY



11% SOMEWHAT UNHAPPY



6% VERY UNHAPPY

Base: 323





For those who responded to the Home vision in the workshops they also touched on food with many seeing the positives of eating less meat and growing your own. Yet, there were some practical concerns.



#### **Positives and Benefits**

- Eating less meat
- Growing your own food



#### **Concerns or Worries**

- **Practicalities** 
  - What if you don't have a garden
  - Is this viable
- Behavioural
  - Not everyone wants to change their diet
- Inequality
  - If there is a tax introduced on meat the poor will be priced out of being able to buy meat

#### **Solutions**



- Messaging and communication
  - About healthy eating and eating less meat
  - Using role models to share the message



- More communal open spaces
  - To reduce waiting lists for allotments
  - Through using disused land (e.g. fields in Widnes)
  - Banning the handing over of green spaces to developers



 Making healthy/environmentally friendly food cheaper



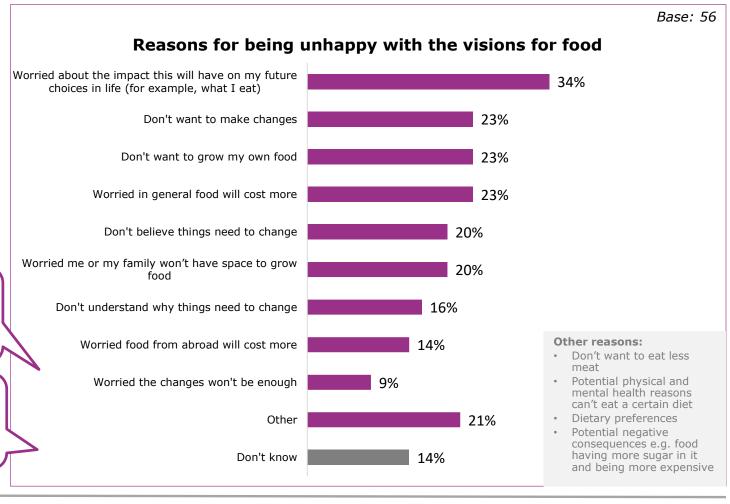


# Of the 56 unhappy in the youth survey, in the main, they are unhappy because of concerns over future choice and because they don't want to change their diet.

- 56 respondents were unhappy with the proposed visions for food in 2040. With the 3 biggest reasons being;
  - Worried about the impact these changes will have on their future choices in life (n=19)
  - Not wanting to make changes in this area (n=13)
  - Not wanting to grow their own food (n=13)
  - And, being worked in general that food will cost more (n=13)

"Some people (like me) have sensory issues with food. I cannot eat most fruits and vegetables because of their textures. I don't think people should be forced to change the foods they eat, its unnecessary." – Liverpool, 14-15yr old, Female

"If we eat less meat then lets say people with eating disorders may only eat meat, and we do need a little bit of meat and fat in our stomachs. If we only eat meat then we would have no meat and fat in our bellies." – Liverpool, 12-13yr old, Female





METRO MAYOR LIVERPOOL CITY REGION



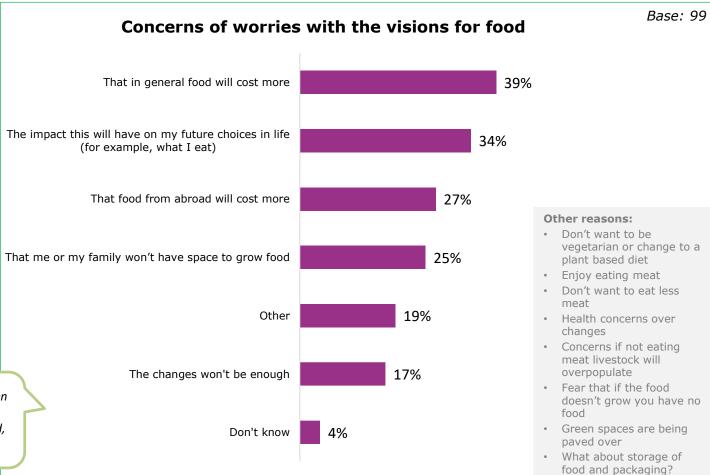
# Furthermore, 37% of those who are happy (or in between), in the survey, about the vision have some concerns or worries particularly around cost (including for food from aboard) and choice implications.

- Of the 267 who noted either being somewhat or very happy, or neither happy nor unhappy, with the food vision, 37% (n=99) still mentioned having concerns or worries.
- The 3 biggest concerns or worries being:
  - That in general food will cost more (39%, n=39)
  - What the impact will be on their future life choices (34%, n=34)
  - And, that food from abroad will cost more (27%, n=27)

"The above reasons (not all) I agree with but meat is a important part of my diet and the need to have space in which to grow you own food isn't available in every house as more and more green areas are paved to build more houses and be turned into carparks" — Wirral, 26+yr old, Male

"People are unwilling to give up meat - more needs to be done to convince them to swap to vegetarianism" – Liverpool, 16-17yr old, Female

"If it doesn't grow then you have no food" — Liverpool, 10-11yr old, Female



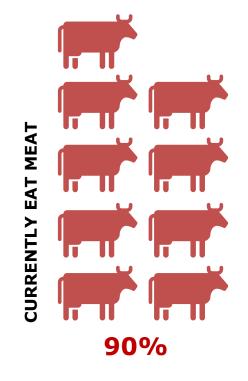


METRO MAYOR IVERPOOL CITY REGION



# 9 in 10 (90%), of those that took part in the youth survey currently eat meat.

Base: 323











# 53% of the youth survey respondents are happy with the idea of growing their own food in the future. With 48% feeling happy they have the knowledge to grow their own food.

# How happy or unhappy are you with the idea of growing your own food? 23% VERY HAPPY SLIGHTLY HAPPY How happy or unhappy are you with the idea of growing your own food? 29% 11% 7% VERY UNHAPPY VERY UNHAPPY







### Only 34% of the youth survey respondents currently grow any food. And, only 34% think they will have the space to grow their own food in the future.







