Net Zero Carbon Engagement 2021

Youth Engagement Report

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Notes

- This report covers both the youth survey results and findings conducted by the Combined Authority, and draws in the findings from 6 workshops that took place with partner youth organisations, and 1 questionnaire run by a partner youth organisation. Throughout, the following key has been used to disguise between the different methodologies.

Youth Survey run by the LCRCA

Workshops & Questionnaire with partner youth organisations

- 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 this report and the 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 as the joint percentage it may be 76% because this is calculate off the actually number of response instead of just adding56% 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**

Key Takeaways – 1/4

Base: 335

77%

ARE HAPPY WITH THE VISION FOR **HOME** ACROSS ALL YOUTH RESEARCH METHODS

Base: 405

64%

ARE HAPPY WITH THE VISION FOR **TRAVEL ACROSS ALL YOUTH RESEARCH METHODS**

Base: 348

54%

ARE HAPPY WITH THE VISION FOR **WORK** ACROSS ALL YOUTH RESEARCH METHODS

Base: 335

54%

ARE HAPPY WITH THE VISION FOR **FOOD** ACROSS ALL YOUTH RESEARCH METHODS

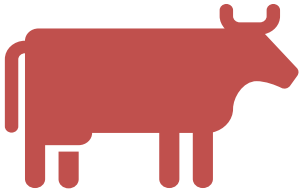
Key Takeaways – 2/4

Base: 295

87%

OF SURVEY RESPONDENTS WHO DON'T CURRENTLY DRIVE OR ARE NOT CURRENTLY LEARNING, **WANT TO LEARN TO DRIVE** IN THE FUTURE

Base: 323



90%

OF SURVEY RESPONDENTS **CURRENTLY EAT MEAT**

YET

Base: 323

53%

OF SURVEY RESPONDENTS ARE **HAPPY WITH THE IDEA OF GROWING THEIR OWN FOOD IN THE FUTURE**

Key Takeaways – 3/4

Base: 323

68%

OF SURVEY RESPONDENTS **AGREE ACTION IS NEEDED TO REDUCE CARBON EMISSIONS**

Base: 94

ONLY 2%

OF WORKSHOP/QUESTIONNAIRE RESPONDENT **DO NOT BELIEVE IN CLIMATE CHANGE**

YET

Base: 400

ONLY 43%

OF ALL YOUTH METHOD RESPONDENTS **FEEL THEY HAVE THE KNOWLEDGE** ABOUT ACTIONS NEEDED TO REDUCE CARBON EMISSIONS.

Key Takeaways – 4/4

Many of the main concerns and worries related to:

- **Uncertainty about future choice** (e.g. over food, travel, living, and work)
- **Potential negative environmental and social impacts of the changes** (e.g. what will happen to old cars, and what will happen to people if their jobs disappear)
- **Financial concerns** about the cost of the changes, or impact on costs of items.
- Questions around **practicalities** e.g. what if you don't have a garden, and the practicalities of such a big increase in electricity demand

→ Addressing the questions raised by respondents in the research and their concerns may alleviate some of the worries. For example, being upfront and honest about what jobs will disappear so people can make career choices. Also, answering questions raised about the potential negative impacts and considering mitigations if there could potentially be negative consequences. And, supplying case studies of potential costs and looking at support options if required.

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 Youth research and engagement. It was felt important to give this generation a voice as the decisions made will impact their lives as they grow up into adulthood, impacting everything from their work, living, travel, and food choices.

Methodology

FIELDWORK PERIOD

Tuesday 29th June 2021

–

Wednesday 15th September 2021

419 RESPONDENTS TOTAL

- 323 Youth Survey
- 96 partner workshops and questionnaire

METHODS AND RECRUITMENT

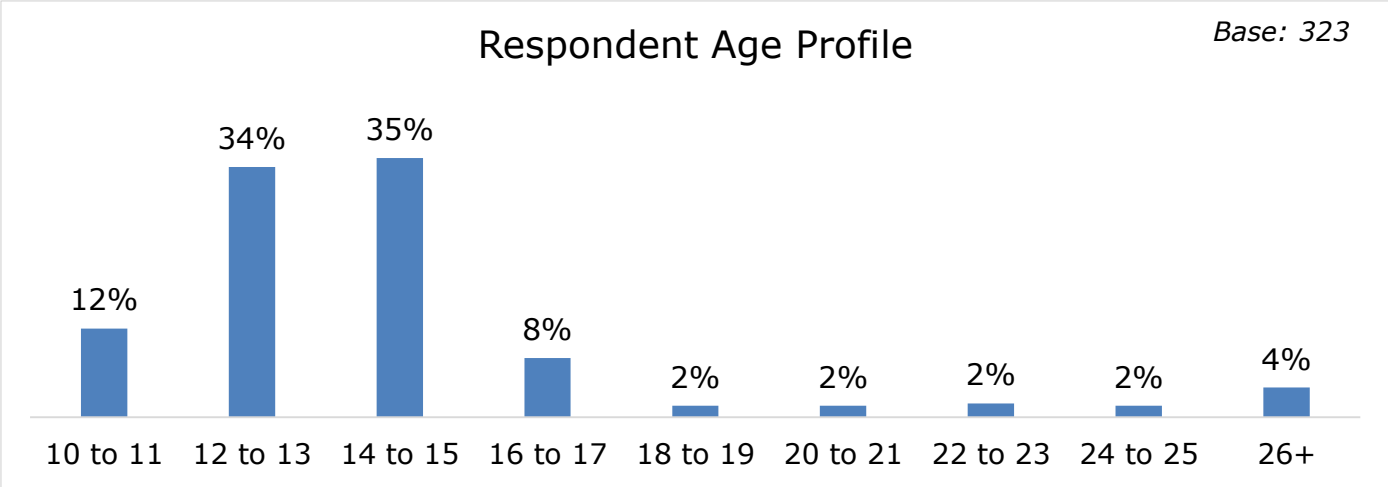
- Self completion online SNAP survey designed for a younger audience. Advertised through school and youth network contacts, social media, internal CA communications, and press releases.

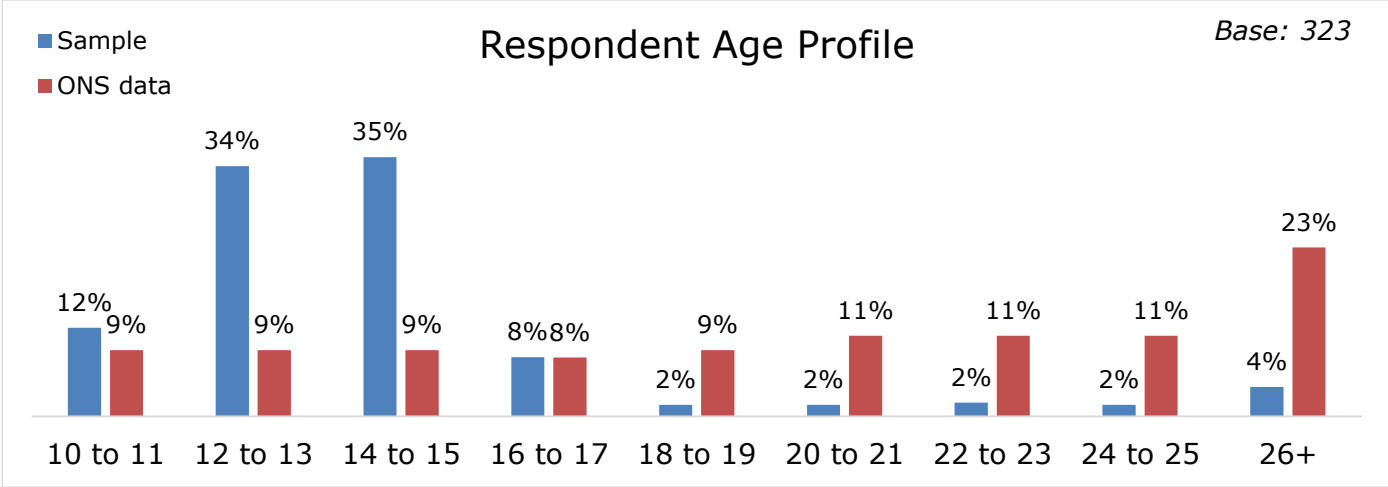
- 6 Workshops & 1 questionnaire via partner youth organisations using their own cohorts.

Respondent Profiles (Samples)

Survey Respondents 1/3

- **323 people responded** to the youth survey on Net Zero Carbon.
- Understanding the make up of the sample is important to fully interrogate the data. Who we are as individuals impacts our responses.
- **81% of the sample were under 16** years of age, with the majority (69%) aged between 12 and 15. In 2040 these individuals will be adults in their 30s. It was felt important to include a survey designed for younger residents for this reason to hear their aspirations and concerns about the changes that will be needed for the LCR to reach Net Zero by 2040.



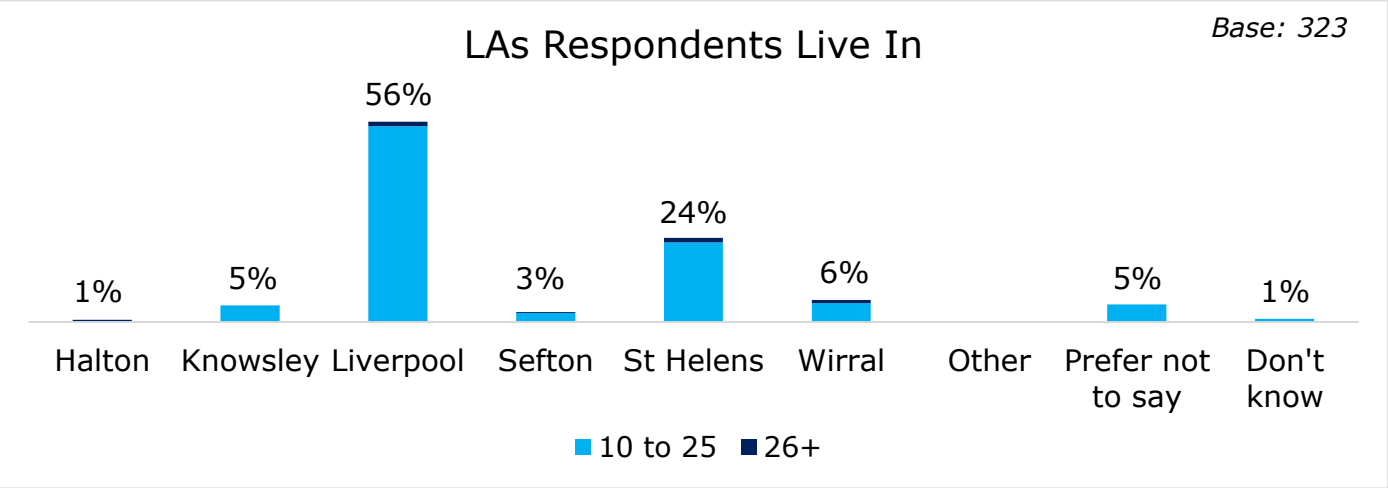


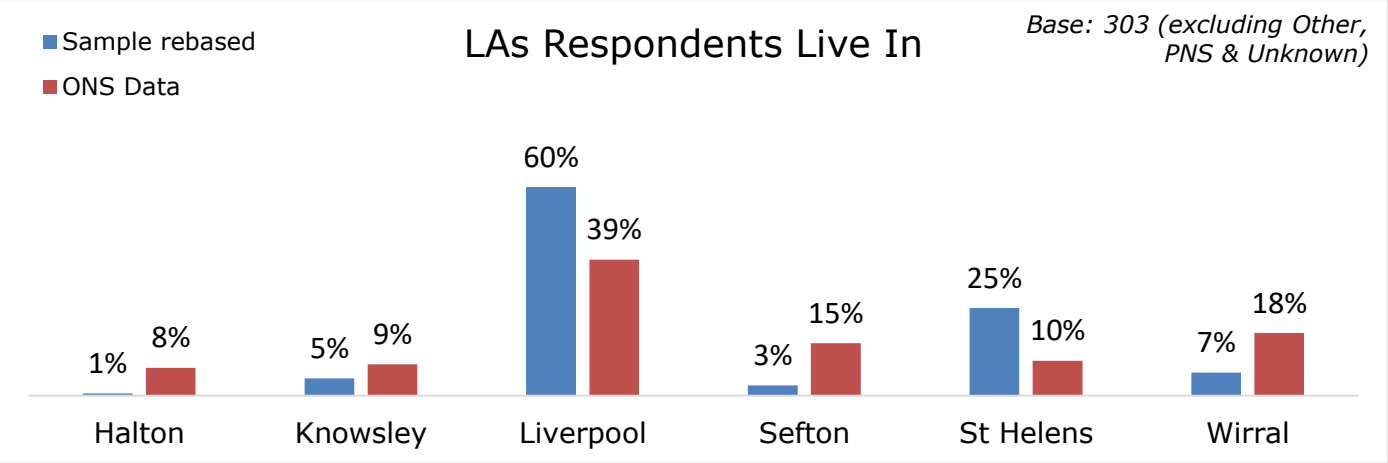
Q1. How old are you?

Survey Respondents 2/3

- Before rebasing we can see the majority of respondents to the youth survey were either residents of Liverpool (56%) or St Helens (24%). 6% of respondents live on the Wirral, 5% in Knowsley, 3% in Sefton, and 1% in Halton. 5% chose not to say.

- Comparing the data to national data, the youth survey was dominated by responses from those in Liverpool (60%) and St Helens (25%), with relatively low levels of response from elsewhere. It should be noted that Liverpool represents 39% of the total proportions of young people in the Liverpool City Region.

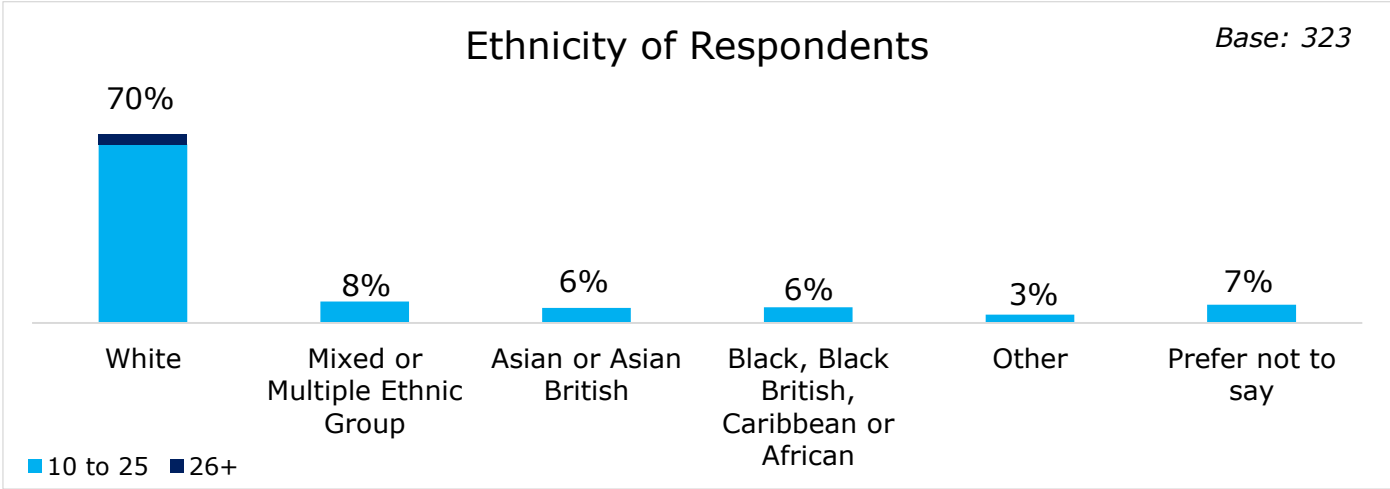


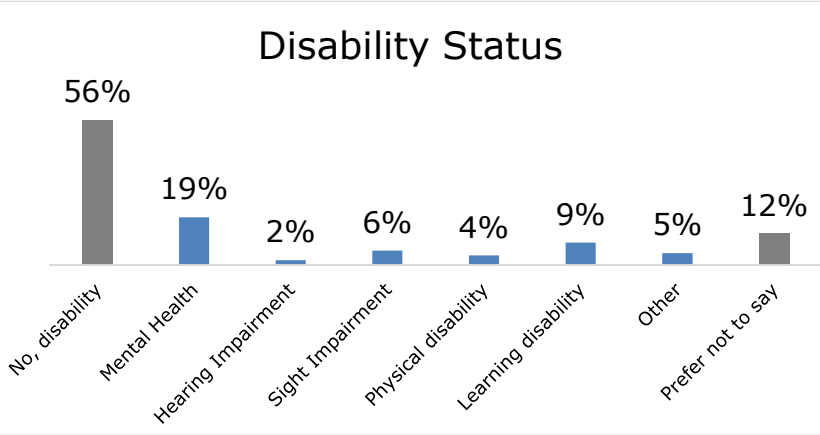


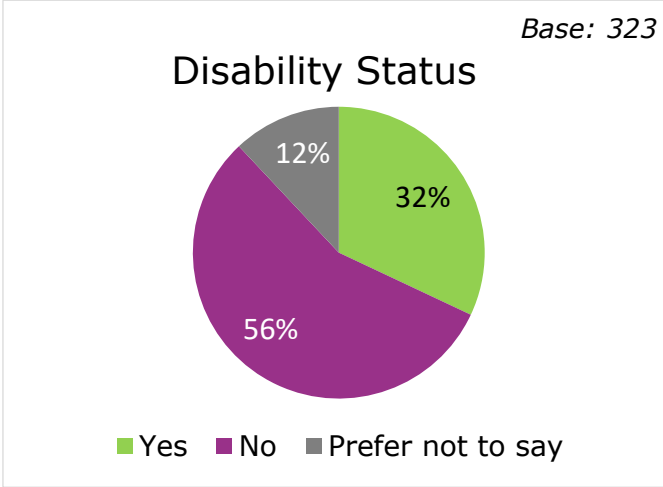
Q21. Where do you live?

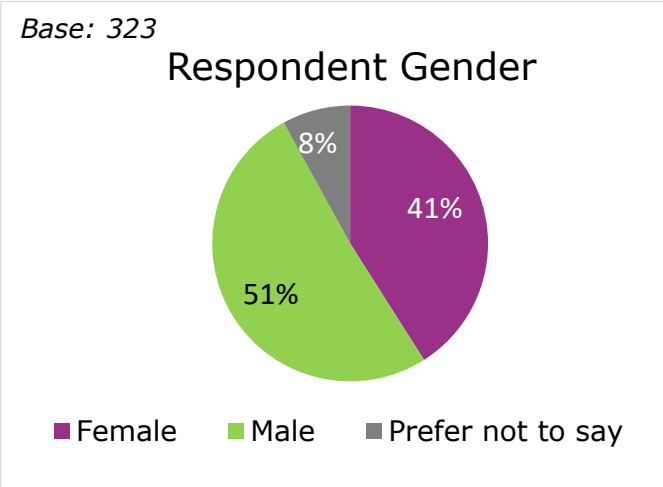
Survey Respondents 3/3

- 70% of responses of youth survey respondents were of White ethnicities, **yet 23% of the sample were from Black, Asian or other minority ethnic groups.**
- More males (51%) than females (41%) responded to the survey, although 8% chose not to disclose their gender and this may include females.
- Just under a third (32%) of the sample noted having a disability. 56% reported to have no disability and 12% chose not to disclose.





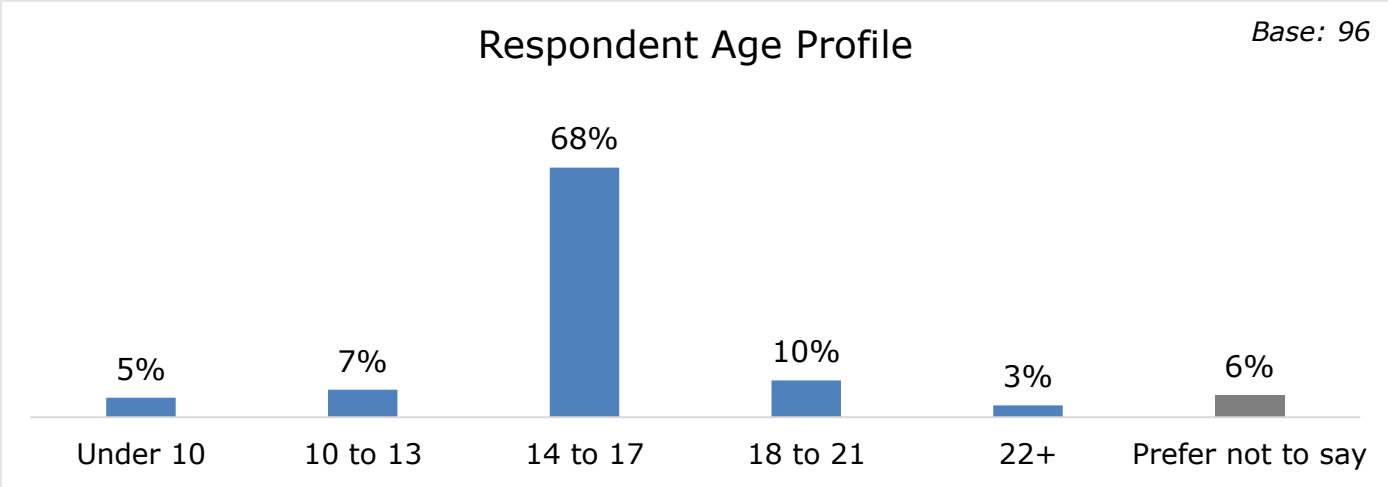


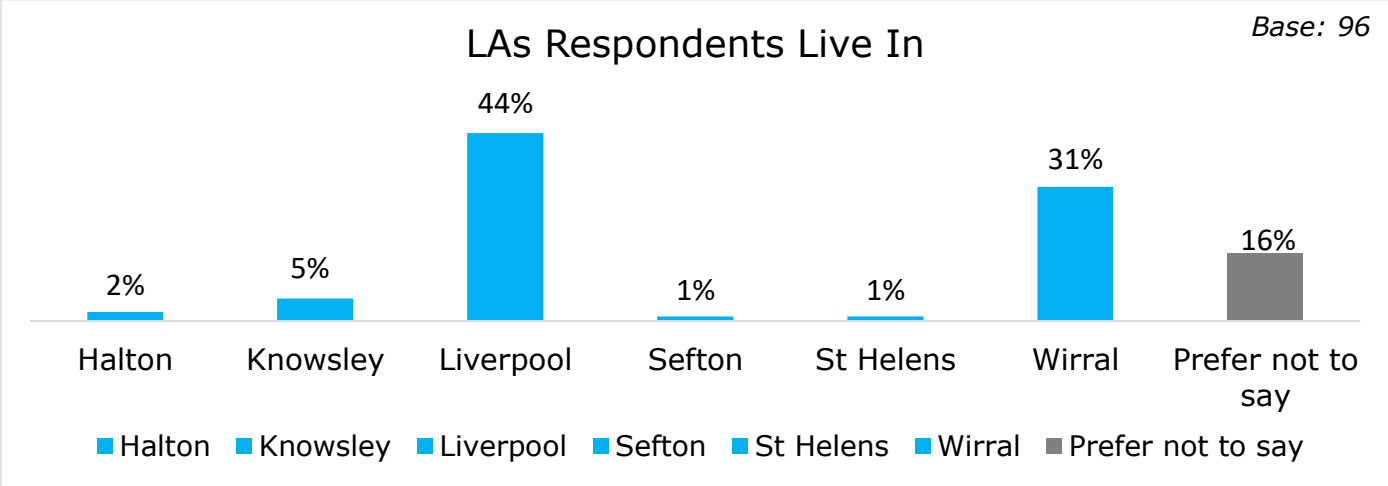


Q20. which best describes your ethnic group or background?
Q18. Are you?
Q19. Do you have any of the following conditions?

Workshop/Questionnaire Respondents 1/2

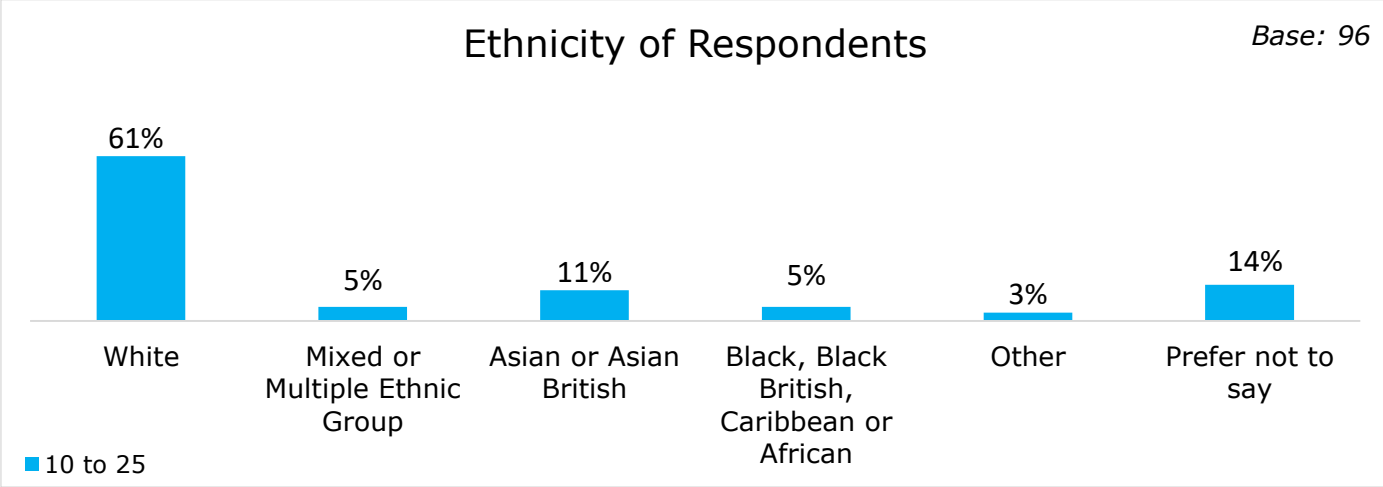
- In addition to the youth survey run by the Combined Authority, **95 people were engaged with via workshops with partner organisations and a questionnaire hosted via a partner organisation.**
- 68% of the participants were aged 14-17.
- Once again the majority of respondents were either residents of Liverpool (44%), but there was a better response from Wirral with 31% being from there.

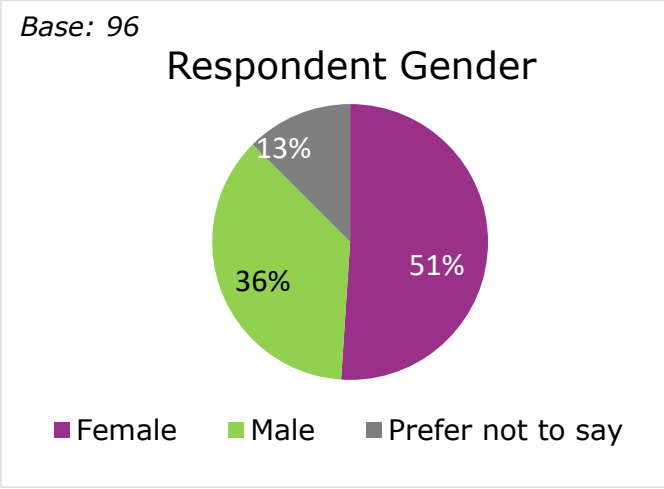


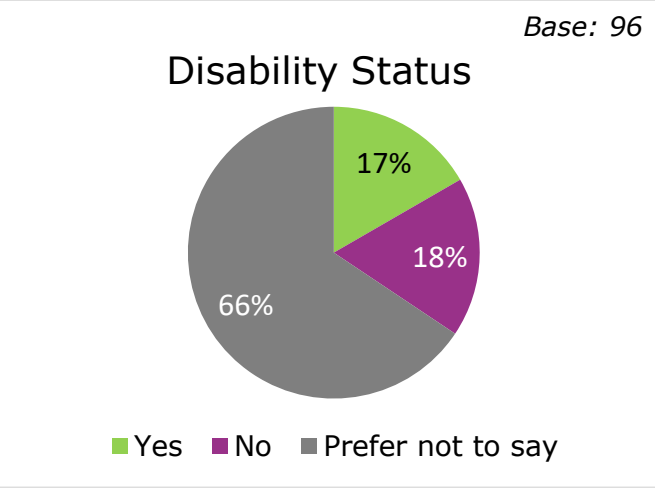


Workshop/Questionnaire Respondents 2/2

- 61% of the workshop/questionnaire participants were from those of White ethnicity backgrounds, **yet 25% were from Black, Asian or other minority ethnic groups.**
- In contrast to the online survey hosted by the CA, in this workshop/questionnaire engagement more females (51%) to males (36%) took part. However, 13% chose not to disclose their gender and this may include males.
- The data regarding disability status was unclear with 17% noted a disability, 18% not noting a disability, and 66% undisclosed.







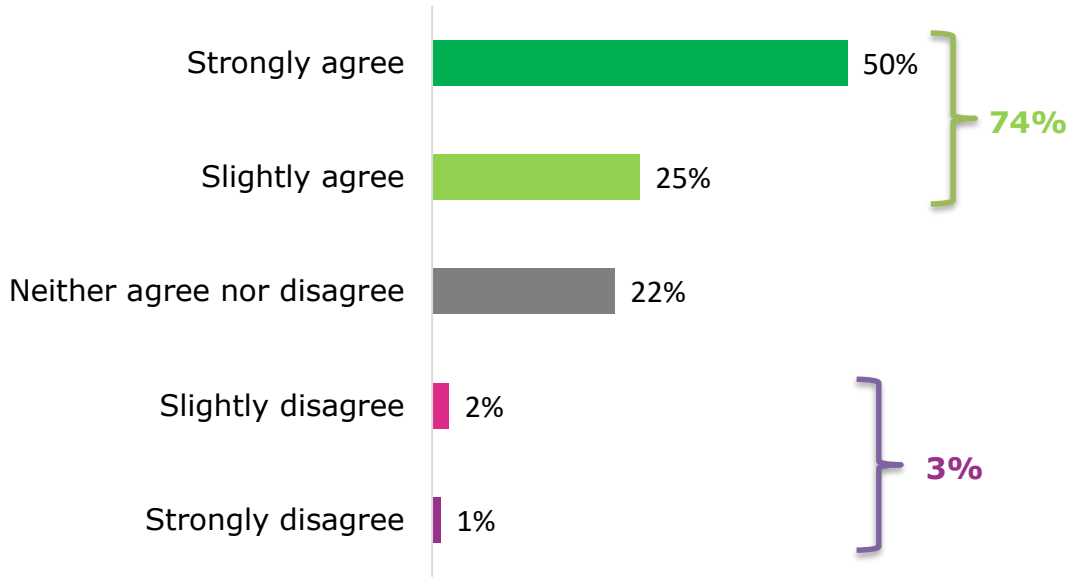
Overarching beliefs and knowledge

Just under three quarters (74%) of the youth survey respondents strongly or slightly agreed we need to reduce carbon emissions before they saw the visions for 2040.

When asked at the beginning of the LCRCA youth survey 74% agree, either strongly or slightly that we need to reduce our carbon emissions.

Base: 323

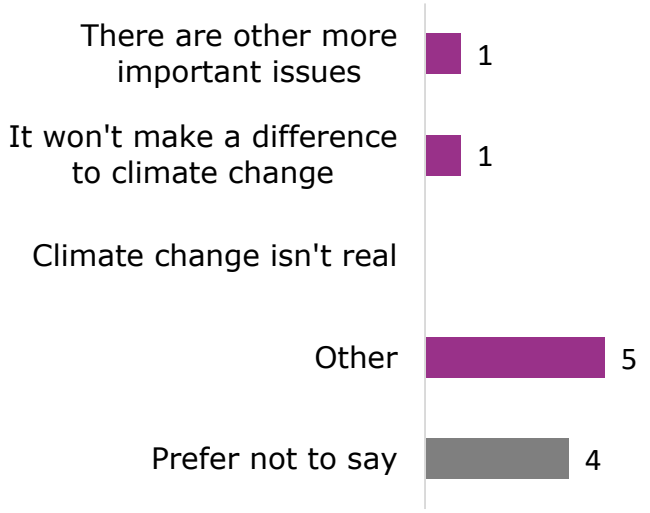
Level of agreement – need to reduce carbon emissions



For the 3% (n=11) who disagree, strongly or slightly that carbon emissions need to be reduced, 1 feels there are other more important issues, 1 doesn't feel reducing emissions will make a difference and 5 disagree for other reasons including feeling that there are negative consequences of acting, there is no point to acting, or they don't feel there is a need to act.

*Base: 11**

Reasons for disagreeing



Other reasons:

- There is no point as the planet will die at some point anyway
- It would/has lead to negative consequences
- There is no need to act as it smells nice and refreshing already

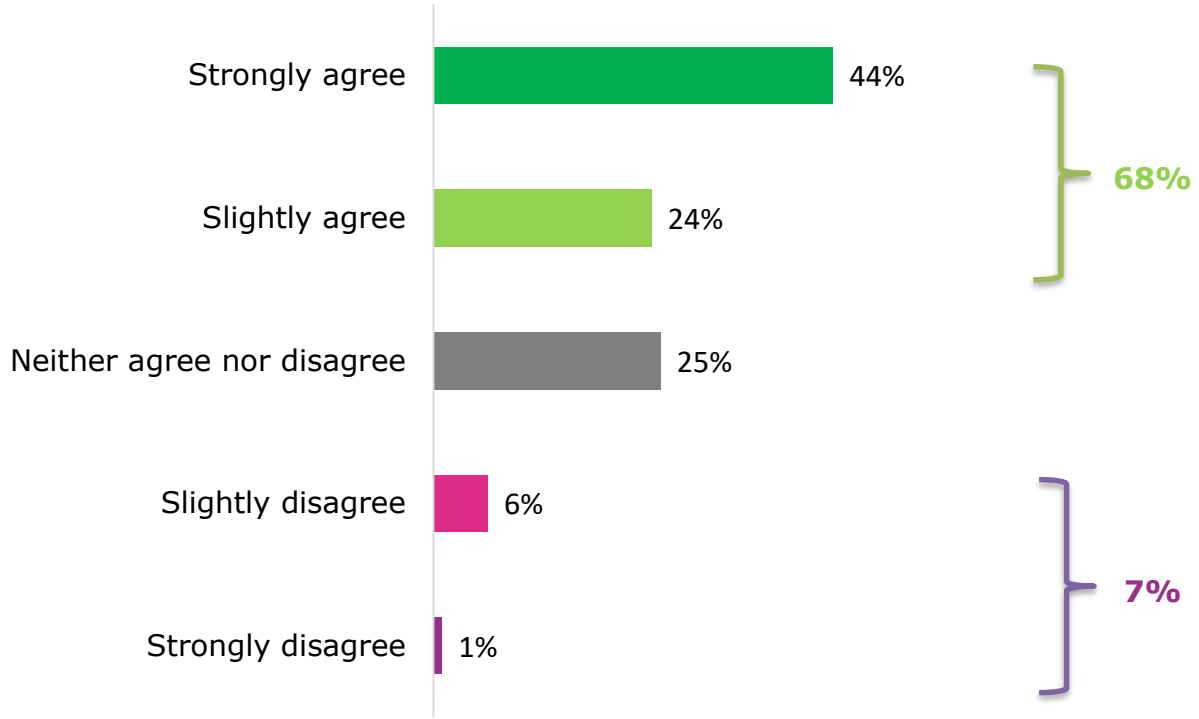
Q3. To what extent do you agree or disagree that we need to reduce our carbon emissions?
Q3a. Why do you disagree?
*CAUTION – low base size

However, for survey respondents, agreement levels dropped by 6% on seeing the visions for 2040.

- **Agreement levels are crucial to track as people's opinion may help or hinder the success of a Net Zero Carbon plan as it may inform their willingness or not to make changes.**
- **By the end of the survey 25% of the sample were on the fence, neither being swayed to agreement or disagreement that we need to reduce or carbon emissions.**
- **Furthermore, at the end of the survey agreement levels decreased by 6%** (to 68%) when respondents were re-asked to what extent they agreed or disagreed that we need to reduce our carbon emissions. And, **disagreement increased slightly to 7% strongly or slightly disagreeing** we need to reduce carbon emissions.
- Of those who previously agreed (slightly or strongly), 7 of the 240 people switched to slightly or strongly disagreeing and 36 dipped to neither agreeing nor disagree.
- On the other hand, 7 of those who previously disagreed slightly or strongly reduced their disagreement levels, with 1 individual switching to strongly agree.

Base: 323

Level of agreement – need to reduce carbon emissions



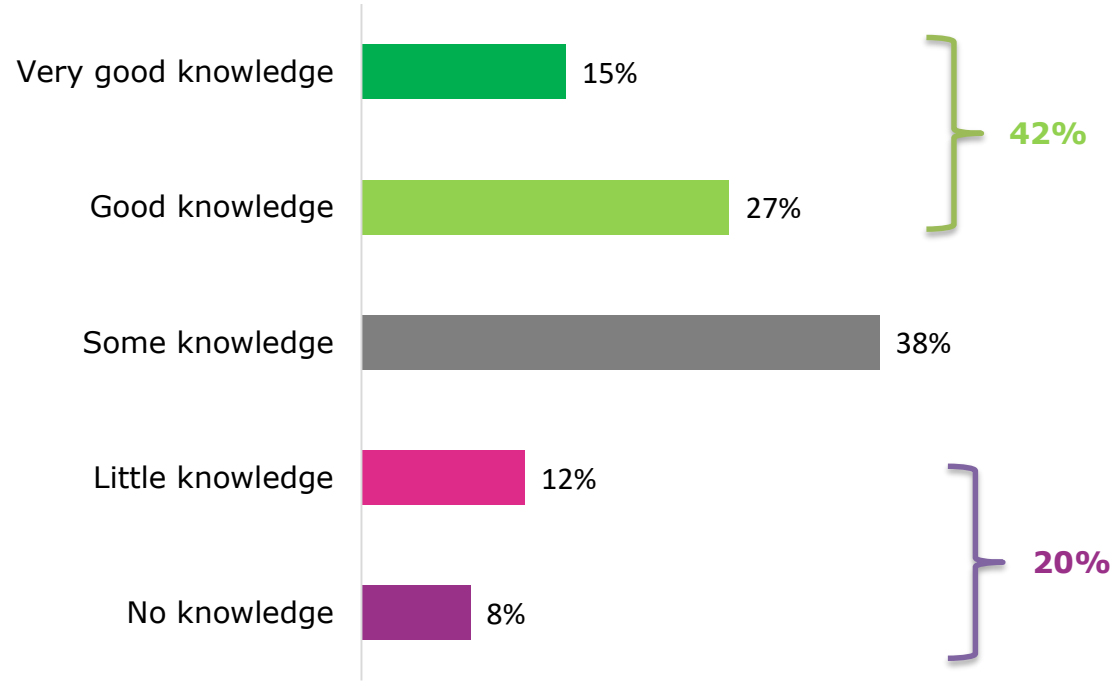
Q17. To what extent do you agree or disagree that we need to reduce our carbon emissions?

Whilst agreement levels are still fairly high, for those that took part in the youth survey, level of knowledge is low with only 42% feeling they have very good or good knowledge about actions needed to reduce carbon emissions.

- Understanding levels of knowledge about the actions needed to reduce carbon emissions is also important because it once again may help or hinder the success of a Net Zero Carbon plan.
- **1 in 5 (20%, n=65) of the respondents to the youth survey felt they have little or no knowledge.** Of those, 15% (n=10) disagree strongly or slightly that actions need to be taken to reduce carbon emissions.
- However, of those that agree strongly that actions need to be taken (n=142) only 61% (n=87) feel they have good or very good knowledge about actions needed to reduce carbon emissions. This potentially means, that even if agreement is strong, targets may not be met if people don't know what to do.

Base: 323

Personal level of knowledge about actions needed to reduce carbon emissions?

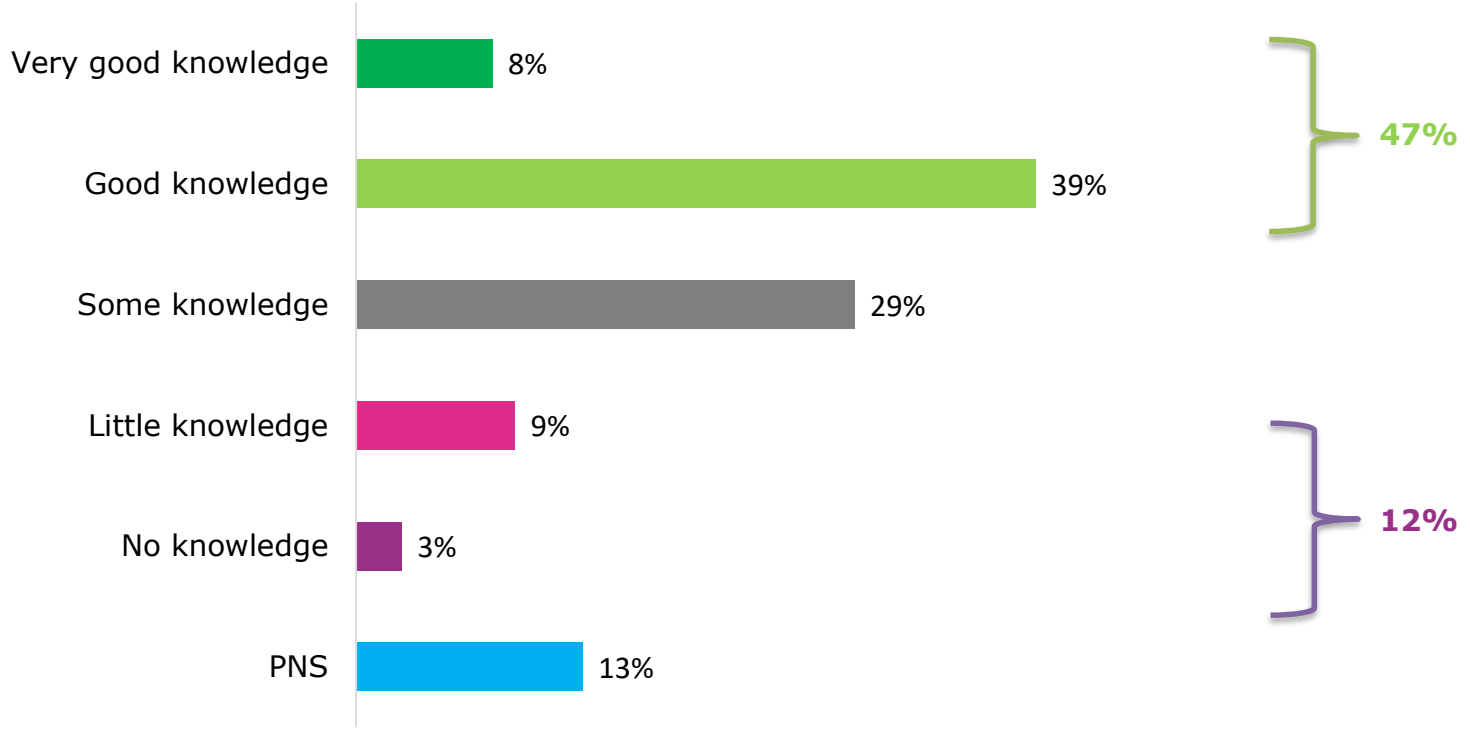


Q15. How much knowledge do you feel you have about the actions needed to reduce carbon emissions?

Where collected, knowledge levels were similar within the youth workshops and the partner organisation questionnaire, with 47% reporting to have very good or good knowledge.

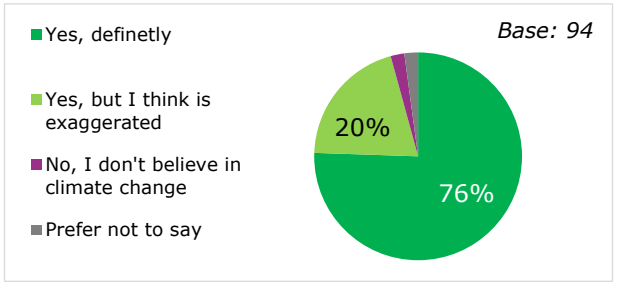
Base: 77

Personal level of knowledge about actions needed to reduce carbon emissions?

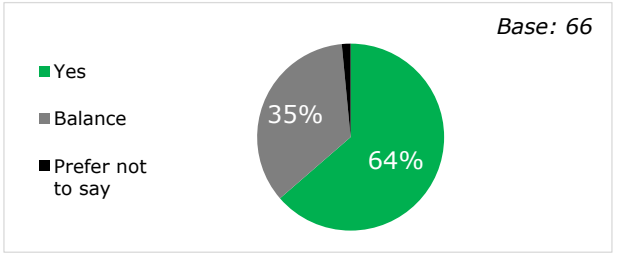


Where collected within the youth workshops and the partner organisation questionnaire, opinion was high that Climate change is real (76%) and that the biggest changes in the fastest time are needed (88%).

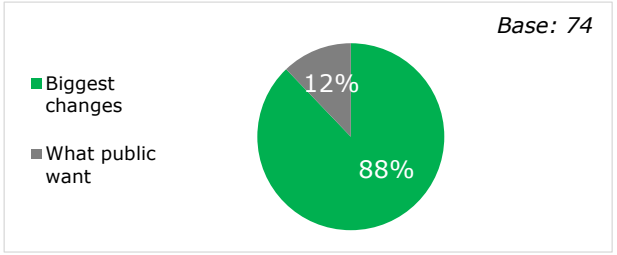
76% of those asked (base=94), felt Climate Change was definitely real, only 2% didn't believe in it. Yet, **1 in 5 (20%) thought it was real but exaggerated.**



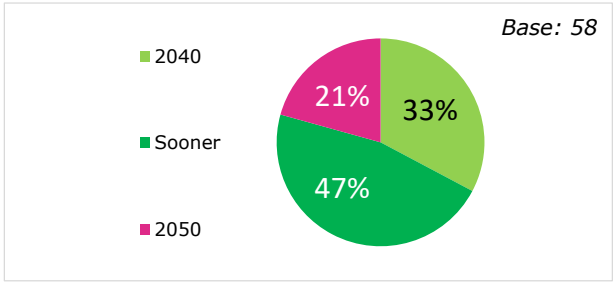
64% of those asked (base=66) **felt we should do everything possible to meet carbon net zero by 2040**, however much it changes our lives. **Yet, 35% felt there needs to be a balance** between the environment, costs, and other things, with a further 2% preferring not to answer.



88% of those asked (base=74) felt **we should follow the data to make the biggest changes in the fastest amount of time, over making the changes the public want,** but 12% felt we should do what the public wants.



And, **of those asked if the 2040 target was correct** (base=58), **opinion was split** with 47% feeling it should be sooner, 33% agreeing it is fine, and 21% thinking it should be aligned to the National Government 2050 target.



Visions

Participants were shown a summary of the visions for how different areas of our lives could look in 2040 to reach a Net Zero Carbon LCR. The next section shows the results of how people feel about these different areas and what concerns they may have.

What our homes could be like in 2040…

- The way we heat our homes will have changed. For example, we will use electricity made from renewable energy instead of gas.
- Homes that are already built will see changes made to them, through better insulation and the installation of triple-glazed windows. This means that less energy will be wasted, for example by heat escaping.
- New technology and appliances we use at home will use less energy. For example, it will take less electricity to run your fridge or charge your mobile than it does in 2021 and electric items will also have smart modes to reduce the amount of power they consume when they’re not being used.

Home

76% of those that responded to the youth survey are somewhat or very happy with the vision presented regarding homes in 2040.

41%

VERY HAPPY

36%

SOMEWHAT HAPPY

20%

NEITHER HAPPY NOR UNHAPPY

2%

SOMEWHAT UNHAPPY

1%

VERY UNHAPPY

Base: 323

Q4. How happy or unhappy are you with how homes could be in 2040?

Only 12 people were asked about the Home vision in the workshops, all of whom were positive about the vision, yet they still had questions or concerns.

Positives and Benefits

- **Better for health**
- **Greener**
- **Reduced harm on the environment**
- Particularly like:
  - Switch to sustainable energy
  - Triple glazing
  - End to gas boilers

Concerns or Worries

- **Scepticism**
  - That government can deliver
  - That the time frame is too short
- **Financial concerns**
  - Prices of electricity will increase
  - The cost of changes to individuals e.g. replacing whole heating system
- **Negative impacts**
  - Job loses
  - Next generation missing out on benefits previous generations have had
  - Companies profiting over the public
- **Practicalities** of such a big increase in electricity consumption.
- People **not having the education or knowledge to make the changes** required
- Not tackling **cramped living conditions**

Similar concerns or worries are seen in the survey, with the 11 who were unhappy, having worries about the potential negative impact of the suggested changes.

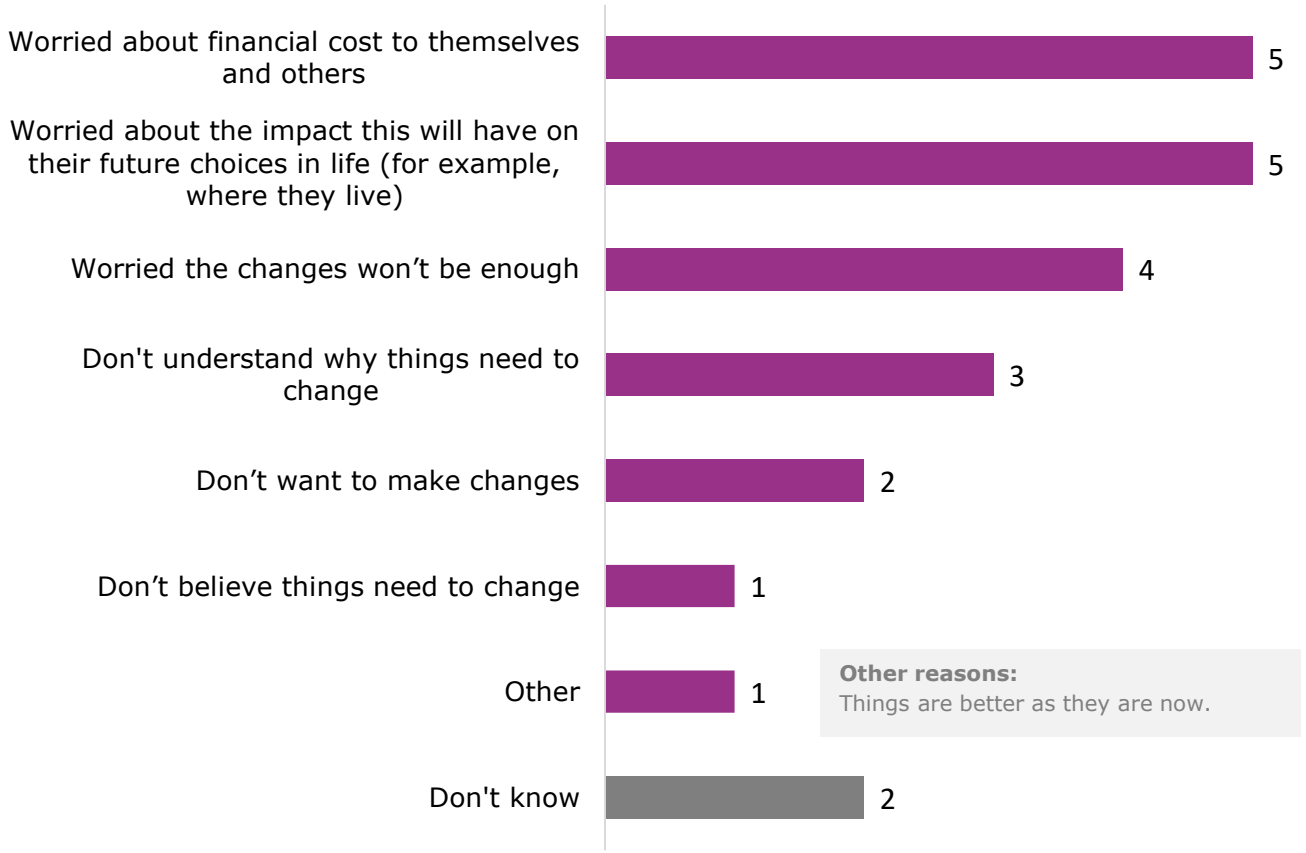
- 11 respondents were unhappy with the proposed visions for homes in 2040. With the 3 biggest reasons being;
  - **Worried about financial costs** to themselves and others (n=5)
  - **Worried about the impact these changes will have on their future choices in life** (n=5)
  - And, **worried the changes won't be enough** (n=4)

- It is important to note these are not the same 11 who disagree that action is needed to reduce carbon emissions. In fact only 1 of the 11 slightly or strongly disagreed that action is needed to reduce carbon emissions.

- Addressing the worries or concerns people have could help people move towards the changes needed to reduce carbon. In this case addressing what the impact on life choices may or may not be, and being upfront about the financial cost of changes needed on people's personal finances.

Base: 11

Reasons for being unhappy with the visions for home

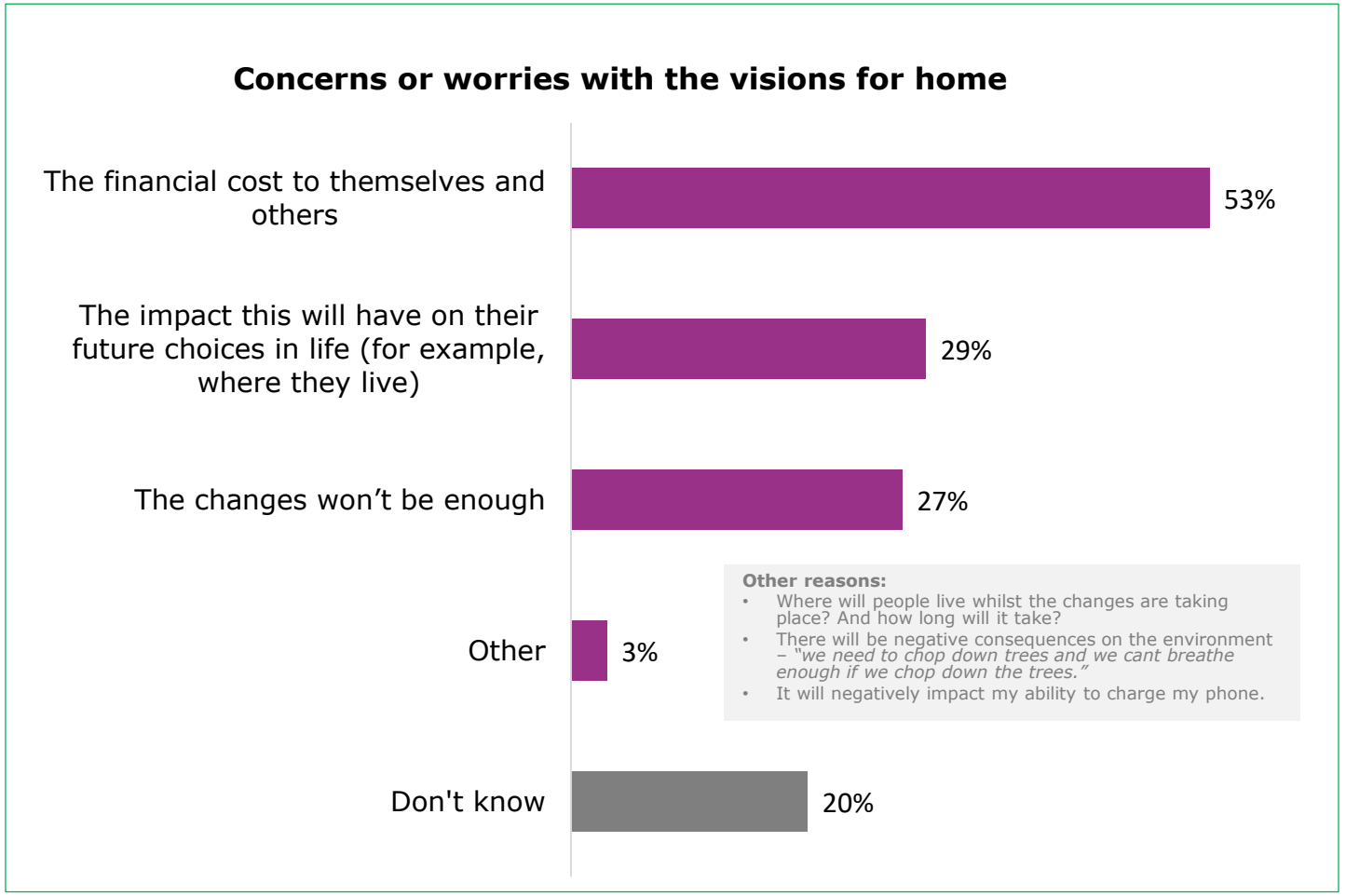


Q4a. Why are you unhappy?

Even a third (33%) of those who were happy (or in between) about the vision, in the survey, have some concerns or worries, particularly around **finance and negative impacts**.

Base: 102

- **Of the 312 who noted being somewhat or very happy, or neither happy nor unhappy, with the homes vision, 33% (n=102) still have concerns or worries about how homes could be in the future.**
- 53% of those with concerns or worries are worried about the **financial cost** to themselves or others of the changes needed.
- Just under 3 in 10 (29%) are worried about the impact of these changes on their **future life choices.**
- And, 27% are worried the **changes won't be enough.**



Q4b. Do you have any concerns or worries about the way we have described how homes could be in the future?
Q4c. What are your concerns or worries?

In the workshops participants were asked if they could think of any solutions to these concerns or worries, with a few suggestions being put forward such as financial support, improved communications, changes in planning, and a huge increase in renewable energy.

- **Financial Support**
  - In one workshop it was suggested that the government could play a big part in footing the bill for changes, although someone else questioned the feasibility of this.
  - Grants to incentivise changes

- **Ramped up, improved messaging and communication**
  - Less talk more action
  - Mandatory environmental and politics lessons in school
  - Raising awareness of people's personal contribution to the issues
  - Using role models to get communications out
  - Emphasising the benefits of changes (e.g. cost benefits in switching form gas to electric)
  - Signs in parks and similar environmental places

- **Changes in development and planning regulations**
  - New homes should be built to high efficiency levels
  - There should be a rule of more trees than buildings on a development
  - More trees and plants in gardens

- There should be a **huge increase in renewable energy** to alleviate pressure on electricity demand, considering particularly tidal and solar.

- **Other**
  - Make sure global billionaires pay taxes, with the money used to pay for tackling climate change
  - Increase community action projects to care for green spaces (e.g. Sefton Park Meadows)
  - Ban bonfire night

What transport could be like in 2040…

- Short car journeys will be replaced by cycling and walking.
- Rather than owning your own car, there will be more sharing of transport, for example, with bike hire, e-scooter hire, car clubs, and increased use of public transport and taxis.
- Buses will run on non-polluting renewable electricity and hydrogen.
- New more efficient trains will reduce journey times.
- New transport tickets will help people to travel via various public transport cheaply and easily.
- The electric charging infrastructure (for cars and motorbikes) will improve, with charging points at work, the supermarket and other destinations. Petrol stations will shift to electric and hydrogen fuels and there will be fewer places to fill up petrol and diesel vehicles with the sale of new petrol cars ending by 2029.

Transport

62% of those that responded to the youth survey are somewhat or very happy with the vision presented regarding transport in 2040.

28%

VERY HAPPY

34%

SOMEWHAT HAPPY

26%

NEITHER HAPPY NOR UNHAPPY

8%

SOMEWHAT UNHAPPY

4%

VERY UNHAPPY

Base: 323

Q6. How happy or unhappy are you with how transport could be in 2040?

73% of those asked about the transport vision in the workshops/questionnaire were positive about the vision.

73%

POSITIVE

26%

NEUTRAL

1%

NEGATIVE

"If the things on the page come to life, then life would be much better."

Two groups were mainly neutral for different reasons one questioned how realistic the vision was, whilst the other wondered what would happen in regards to the disposal of old vehicles

Base: 82

There were a number of positives put forward in the workshops, around potential improvements to public transport and general improvements to the environment, as a result of the proposed.

Positives and Benefits

- New trains
- Extended public transport network
- More viable transport options also increasing job and leisure opportunities

- Affordable electric vehicles
- Clean air zones & less pollution
- Less congestion

- Generally better for the environment

- Safer cycling/walking

- Potential opportunity to use old cars for good, e.g. as community cafes, libraries, teaching hubs, shelters for homeless etc.

However, there were some concerns raised around safety, finance, practicalities, and potentially unforeseen negative impacts.

Concerns or Worries

- **Safety concerns**
  - Lack of sufficient road safety knowledge
  - E-scooter safety
  - Quieter electric cars could causes issues for visually impaired
  - Safety of walking and cycling
  - Failing technology in electric cars could cause accidents
  - Petrol fumes and congestion

- **Financial concerns**
  - Transport may become more expensive
  - Affordability of bikes
  - Cost to charge electric cars
  - Won't be able to afford a car

- **Negative impacts**
  - Reduced mobility of old or disabled individuals if cars are banned
  - How environmentally friendly are electric car components? E.g. batteries
  - If cars are restricted from certain areas, businesses will suffer
  - If road space is given to cyclists, congestion will increase
  - Travel could be harder if car use is restricted but public transport doesn't improve

- **Practicalities**
  - Where to charge cars?
  - How to transport weekly shopping without a car?
  - Where will existing cars go?
  - What if there is a power cut?
  - Seem to be relying a lot on electricity

- **Concerns about the range of electric car batteries**

- **Concerns over the reliability of public transport** (particularly mentioned in Knowsley and Wirral groups)

- **Behavioural barriers**
  - Potentially there could be some behavioural barriers such as people feeling happy to cycle short journeys but not longer ones
  - Also there appeared in the conversations to be an aspirational element of learning to drive and a link to feelings of independence

A relevant point of note to raise, **even the participants of a group who participate in a cycling-related initiative expressed that cycling was a hobby and that, as much as they enjoyed it, it would not discourage them from wanting to learn to drive.** Two of the participants cited older siblings who had learned how to drive recently and they saw this as something that they wanted to emulate.

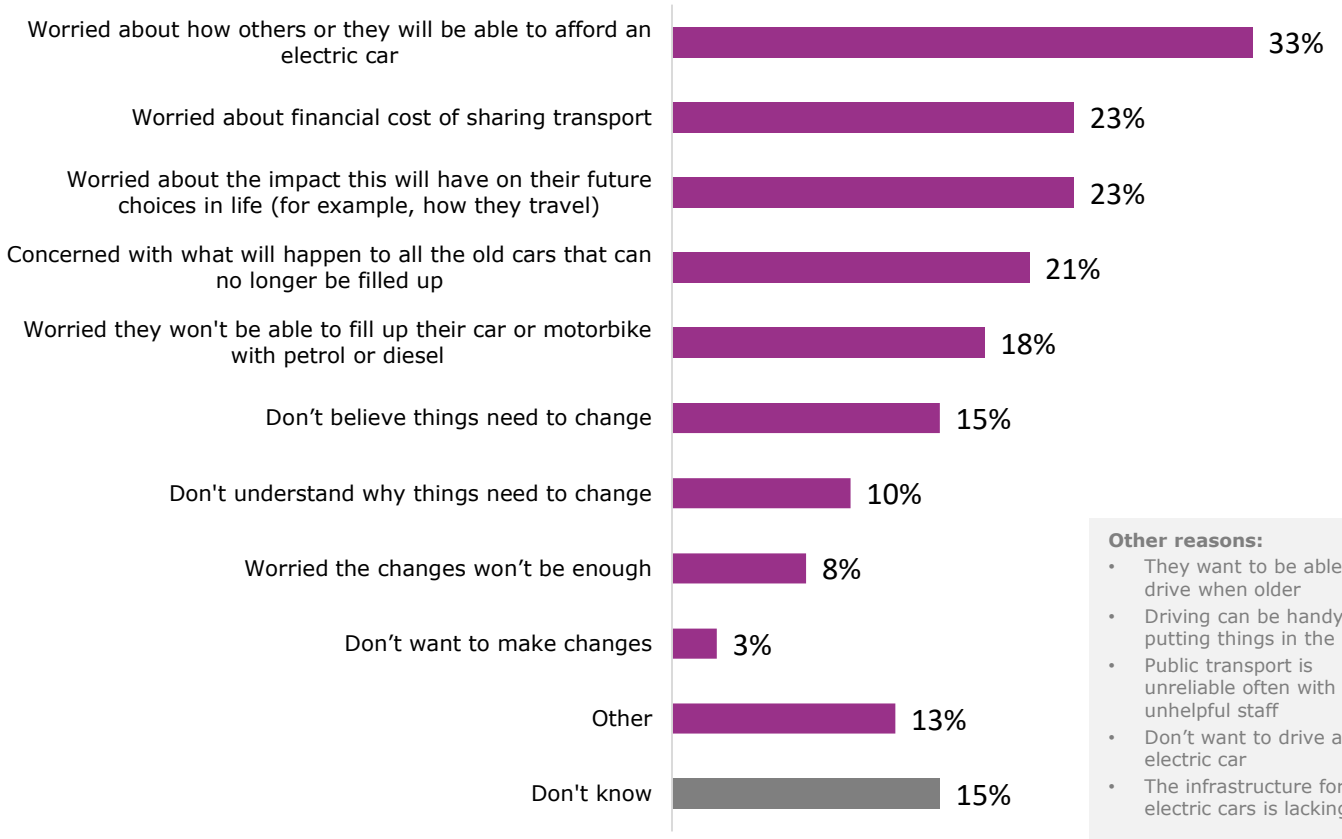
For the 39 who were unhappy with the vision in the youth survey, they highlighted worries about the potential financial and environmental negative impacts of the suggested changes.

- The four biggest reasons, selected in the youth survey, for being unhappy with the transport vision included;
  - Worries about how others or they will be able to afford an electric car (n=13)
  - Worries about the financial cost of sharing transport (n=9)
  - Worries about the impact these changes will have on their future choices in life (n=9)
  - Concerns around what will happen to all the old cars that can no longer be filled up (n=8)
- Only 2 of those who were unhappy disagree action is needed to reduce carbon emissions.
- And, 3 of those who were unhappy were over the age of 25.

"The infrastructure for electric charging points for both cars and buses is quite poor. I do not have faith in the government that cars will go electric and I do not believe that they are able to build the required infrastructure in time."
– Liverpool, 14-15yr old, Male

*Base: 39**

Reasons for being unhappy with the visions for transport



Other reasons:
- They want to be able to drive when older
- Driving can be handy e.g. putting things in the boot
- Public transport is unreliable often with unhelpful staff
- Don't want to drive an electric car
- The infrastructure for electric cars is lacking

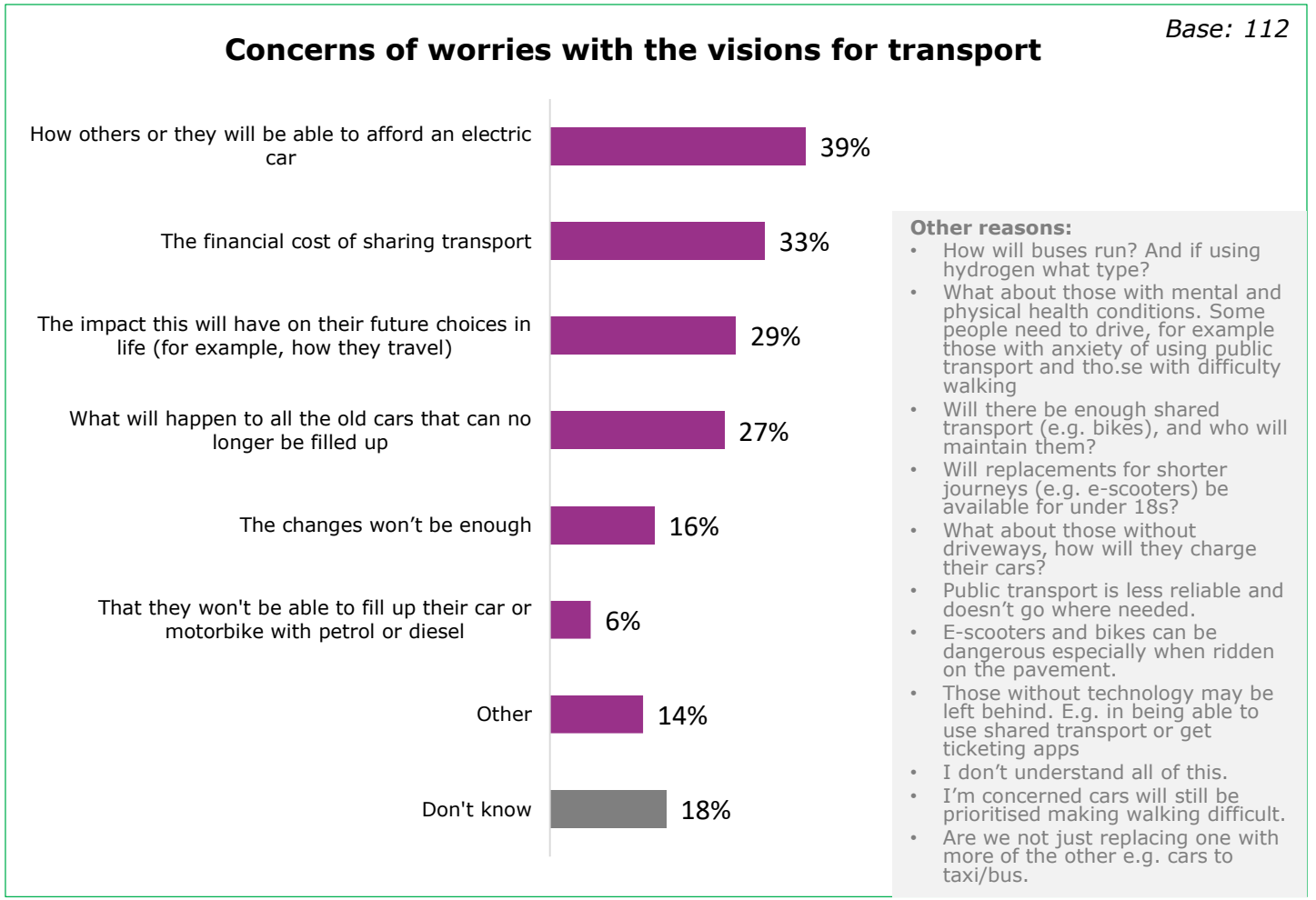
Q6a. Why are you unhappy?
*Caution low base size

Furthermore, 39% of those who are happy (or in between) about the vision have some concerns or worries mainly about affordability and finance.

- **Of the 284 who noted either being somewhat or very happy in the survey, or neither happy nor unhappy, with the transport vision, 39% (n=112) still mentioned having concerns or worries about how transport could be in the future.**

- The four biggest concerns or worries being:
  - How others or themselves will be able to afford an electric car (39%, n=44)
  - The financial cost of sharing transport (33%, n=37)
  - The impact this will have on their future life choices (29%, n=32)
  - What will happen to all the old cars that can no longer be filled up (27%, n=27)

"How can people on poorer incomes who go on camping holidays be able to do this? And people who are poorer don't have driveways to be able to charge electric cars. My mum would not be able to get us to school, then to work in time to pick us up."
– Liverpool, 10-11yr old, Male



Q6b. Do you have any concerns or worries about the way we have described how transport could be in the future?
Q6c. What are your concerns or worries?

In the workshops participants were asked if they could think of any solutions to these concerns or worries, with a few suggestions being put forward…

- **Financial Support**
  - Government-backed scheme to make electric cars more affordable (e.g. scrapping scheme)
  - Government ringfencing money for public good instead of private companies making big profits
  - Truly affordable public transport
  - Free buses

- **Improved viable public transport**
  - Improved reliability & customer service – make sure cars are not restricted until the public transport offer has improved
  - More services & a tram system
  - Greater security on network
  - Coordination across regions
  - Make it more attractive like with the hydrogen bus plans

- **Education and encouragement**
  - Encourage walking to school
  - More cycle training & road safety training
  - Education in school
  - Making people more aware of the changes needed

- **Address safety concerns**
  - More electric car safety tests
  - Efforts to tackle underlining anti social behaviour which is stopping operators from offering services in some areas
  - More cycle lanes
  - Make roads safer at the same time

- **Address charging concerns**
  - Petrol stations should have electric charging points
  - Investment should be made into new technology e.g. charging pads in the road, and kinetic energy/regenerative braking so batteries can charge in motion

- **Other**
  - More trees on long streets
  - More green bus routes
  - More local activities and culture to reduce need to travel
  - Restrict traffic in town
  - Hydrogen cars
  - Flying cars (to reduce congestion)
  - Improved cycle parking

Currently, respondents to the youth survey mostly travel on foot or by car (79%) with 54% using a bus.

In the last 2 weeks before taking part in the survey respondents had travelled by the following modes of transport…

79%
CAR

79%
WALKING

54%
BUS

31%
BIKE

21%
TAXI

17%
TRAIN

9%
ELECTRIC SCOOTER

3%
MOTORBIKE / MOPED

3%
NON-ELECTRIC SCOOTER

2%
FERRY

2%
OTHER

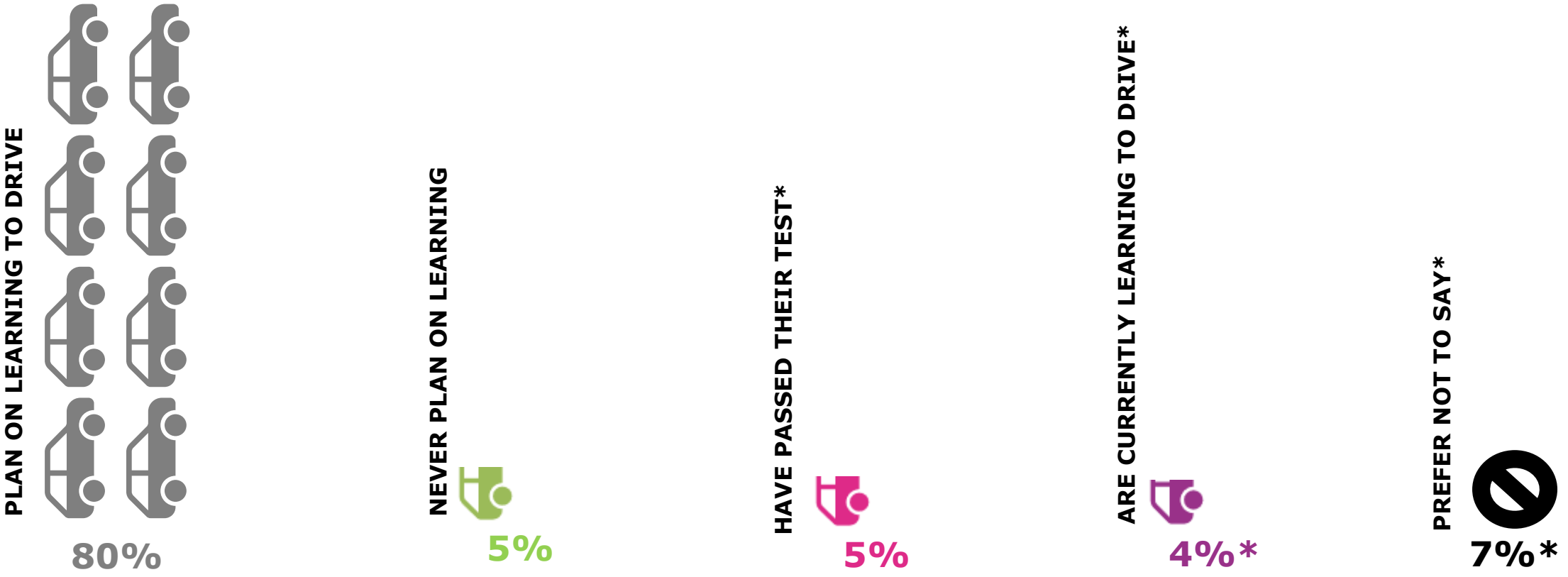
Other:
- Van
- Skates
- Skateboard
- Kickboard

Base: 323

Q7. In the last 2 weeks have you travelled by any of the following?

87% of those who responded to the youth survey who do not already drive or are not already learning (base: 295), plan on learning to drive in the future.

Base: 323



Q8. Are you currently learning to drive a car?

**Note: 2 individuals under 17 who had reported to have passed, and 11 who reported to be currently learning have been recoded to 'prefer not to say'.*

43% of those who plan on learning to drive want to do so, so driving can be their main means of getting around.

- **Of the 258 who plan on learning to drive in the future the 3 biggest reasons are:**
  - That they want to drive as their main means of getting around (43%, n=112)
  - They want to learn in case they need a car in the future (40%, n=103)
  - They don't want to rely on public transport (38%, n=98)
- **For those that report a 'need to drive' reasons given including** carer responsibilities, lack of suitable public transport routes, possible emergencies, medical reasons, increased job opportunities, and because they want to.

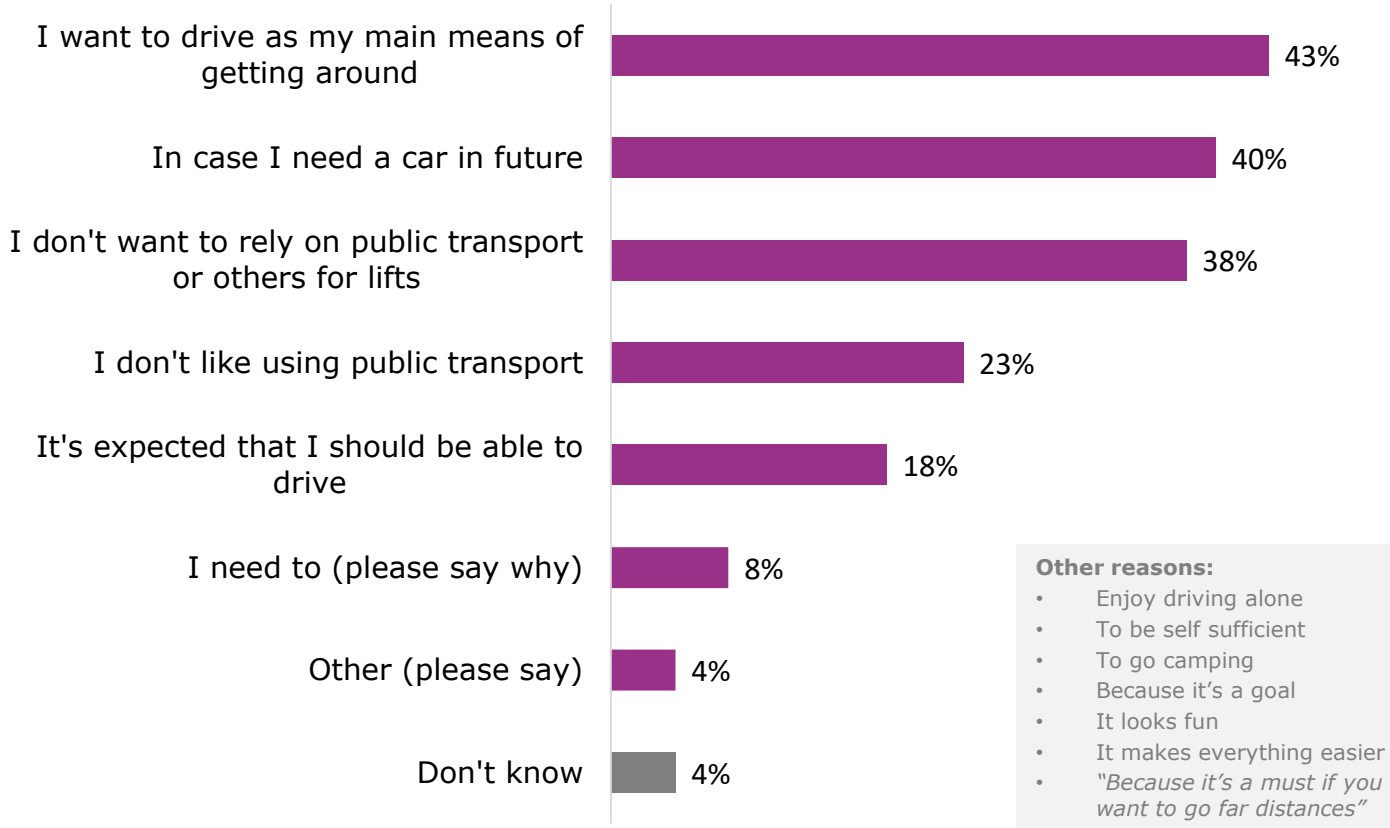
"My mother is housebound and cannot go out alone, not even to the shops. I am her carer and I plan to be able to drive her around for medical needs." – ***Liverpool, 14-15yr old, Female***

"Because I have £20,000 in my bank account to buy a car for my 17th birthday off my grandparents." ***– St Helens, 12-13yr old, Female***

"To increase my "work" area in the future so the range of where I can get a job." – ***Knowsley, 14-15yr old, Male***

Base: 258

Why do you want to be able to drive a car?



Other reasons:
- Enjoy driving alone
- To be self sufficient
- To go camping
- Because it's a goal
- It looks fun
- It makes everything easier
- *"Because it's a must if you want to go far distances"*

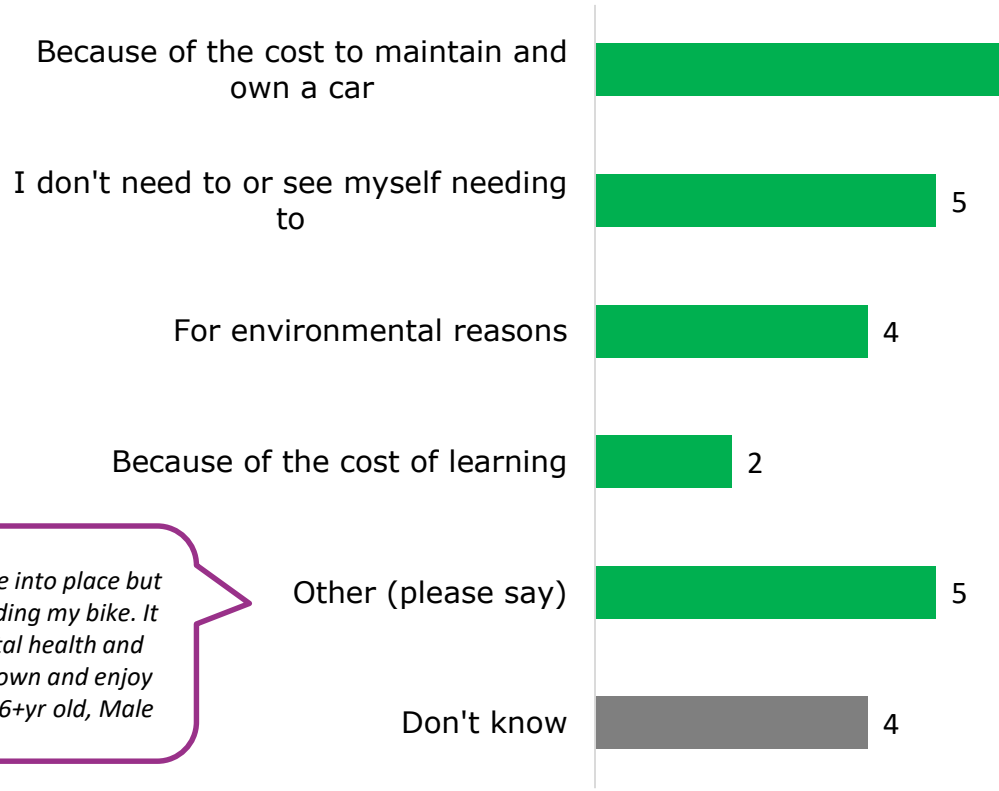
Q8a. Why do you want to be able to drive?
Q8a1. As you have said you have a need to drive, please supply more detail.
Q8a2. As you have selected other, please supply more detail.
See Appendix for why those who have passed their test learnt.

For the 16 who don't plan on driving, the main reasons are cost of maintenance and not seeing a need to drive.

- **Of the 16 who don't plan on learning to drive in the future the 2 biggest reasons are:**
  - Because of the cost to maintain and own a car (n=7)
  - And, they don't need to or see themselves needing to (n=5)

*Base: 16**

Why do you not plan on learning to drive a car?



Other reasons:
- Want to ride a motorbike instead
- Happy walking/riding bike instead
- Can't be bothered to

"The above reasons come into place but I also like walking and riding my bike. It helps me with my mental health and gives me time to slow down and enjoy my journey." – Wirral, 26+yr old, Male

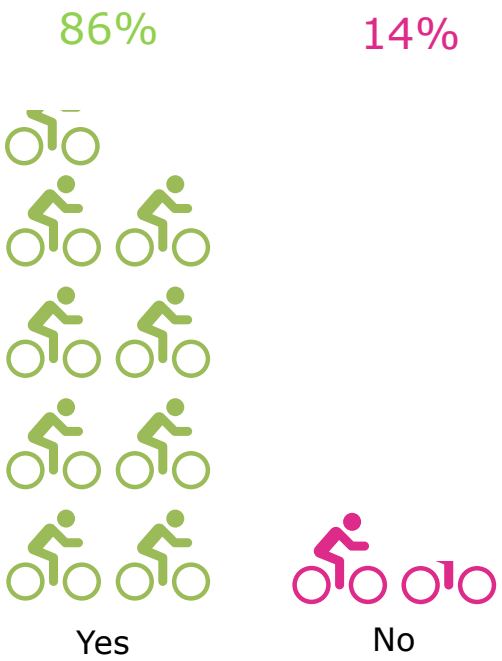
Q8b. Why do you not plan on learning to drive a car?
Q8b1. As you have selected other, please supply more detail.
*CAUTION – Low base size

86% who responded to the youth survey have cycled at some point in their life. Of those (base: 277), 3 in 4 (75%) like cycling.

Of all the respondents, only 15% feel very safe cycling. This raises only slightly 16% (base: 277) for those who have cycled at some point.

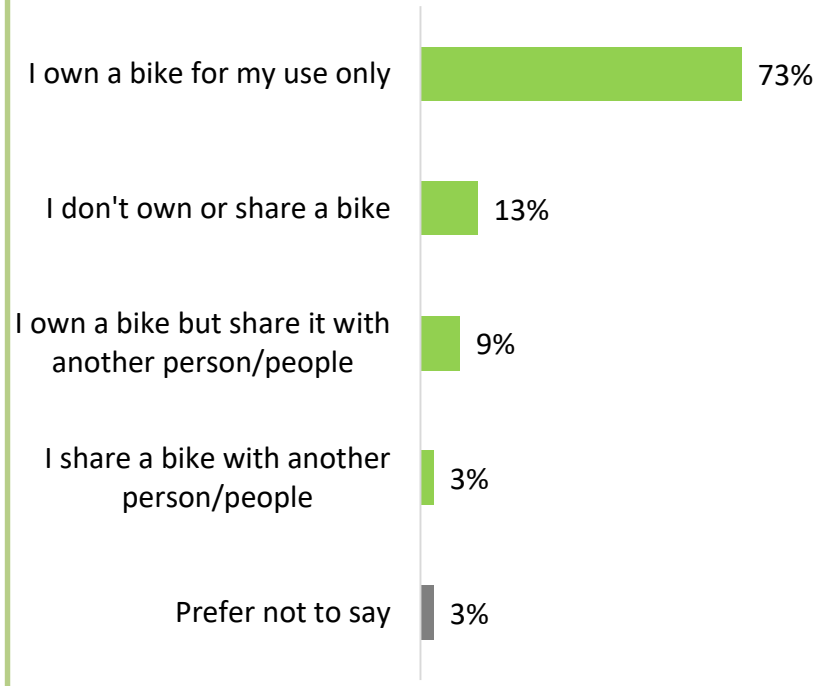
Base: 323

Have you ever cycled?



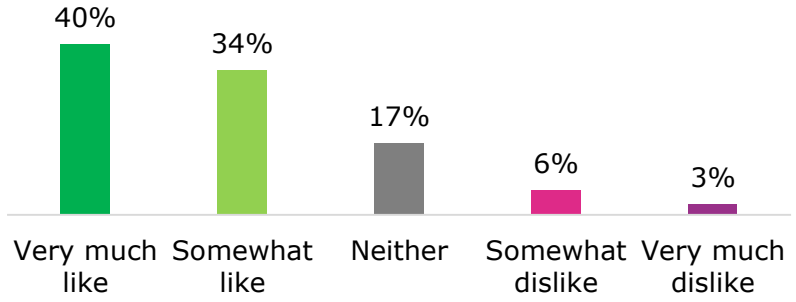
Base: 277

Do you own or share a bike?



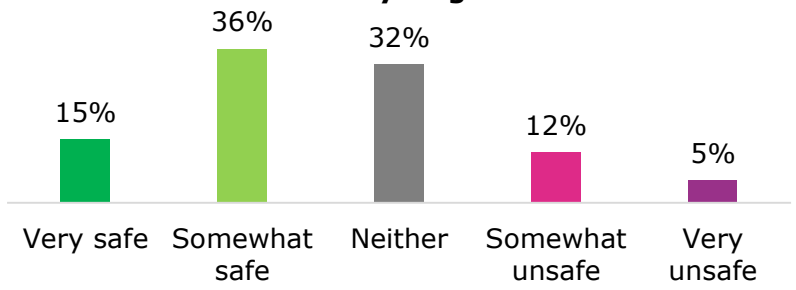
Base: 277

To what extent do you like or dislike cycling?



Base: 323

To what extent do you feel safe or unsafe cycling?



LIVERPOOL CITY REGION COMBINED AUTHORITY

METRO MAYOR LIVERPOOL CITY REGION

Q9. Have you ever cycled?
Q9a. Do you own or share a bike?
Q9b. To what extent do you like or dislike cycling?
Q9c. To what extent do you feel cycling is safe or unsafe cycling?

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.

Food

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.

21%

VERY HAPPY

29%

SOMEWHAT HAPPY

33%

NEITHER HAPPY NOR UNHAPPY

11%

SOMEWHAT UNHAPPY

6%

VERY UNHAPPY

Base: 323

Q10. How happy or unhappy are you with how food could be in 2040?

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.

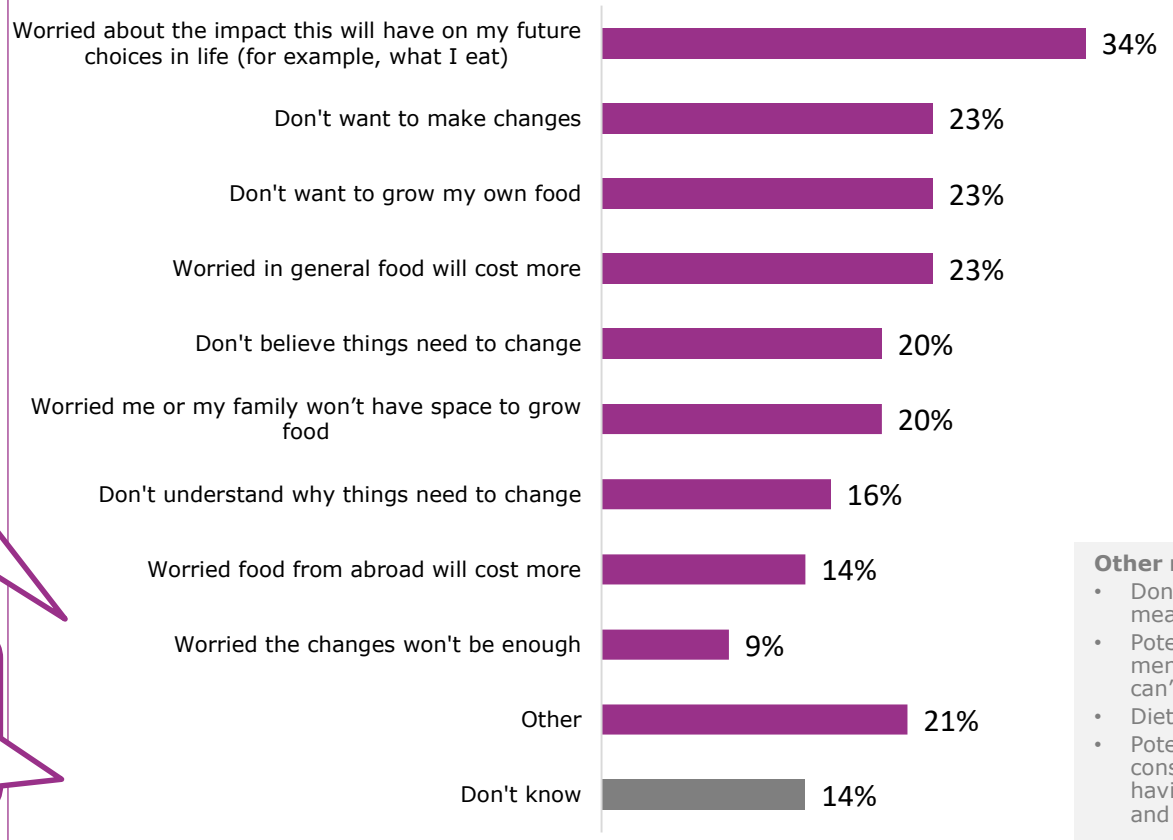
- 56 respondents were unhappy with the proposed visions for food in 2040. With the 3 biggest reasons being;
  - Worried about the impact these changes will have on their future choices in life (n=19)
  - Not wanting to make changes in this area (n=13)
  - Not wanting to grow their own food (n=13)
  -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

Base: 56

Reasons for being unhappy with the visions for food



Other reasons:
- Don't want to eat less meat
- Potential physical and mental health reasons can't eat a certain diet
- Dietary preferences
- Potential negative consequences e.g. food having more sugar in it and being more expensive

Q10a. Why are you unhappy?

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)

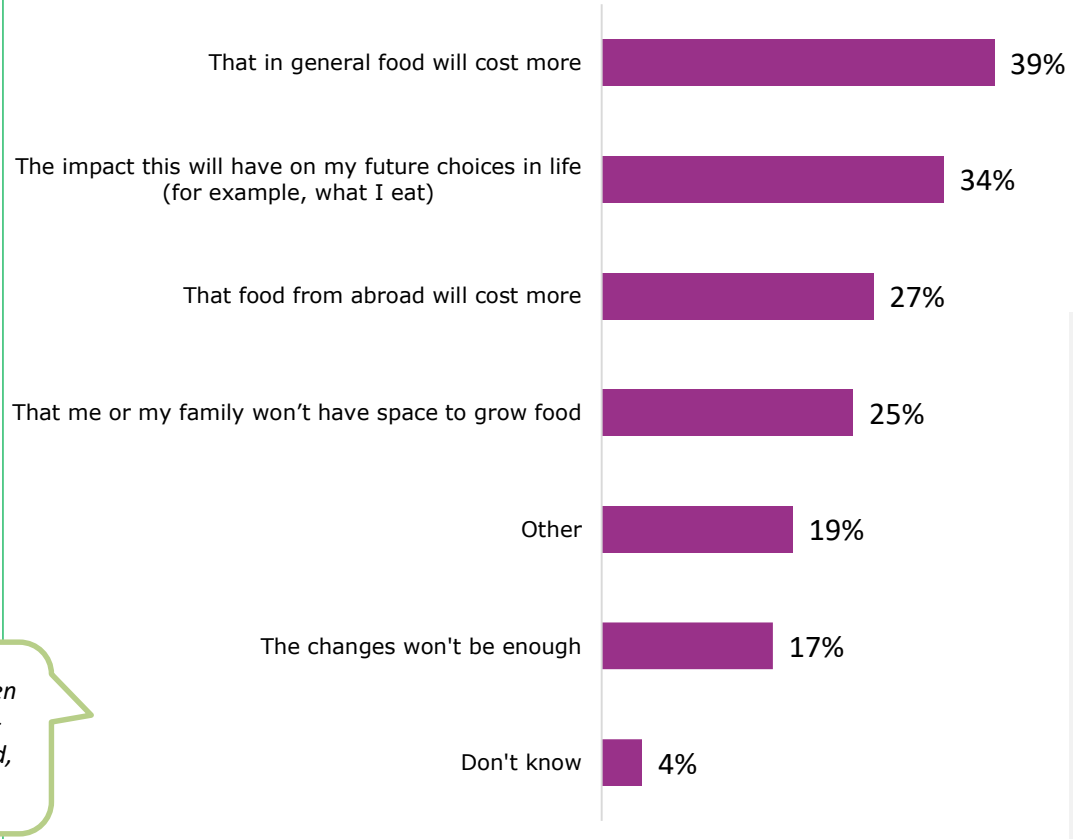
"The above reasons (not all) I agree with but meat is a important part of my diet and the need to have space in which to grow you own food isn't available in every house as more and more green areas are paved to build more houses and be turned into carparks" – Wirral, 26+yr old, Male

"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

Base: 99

Concerns of worries with the visions for food

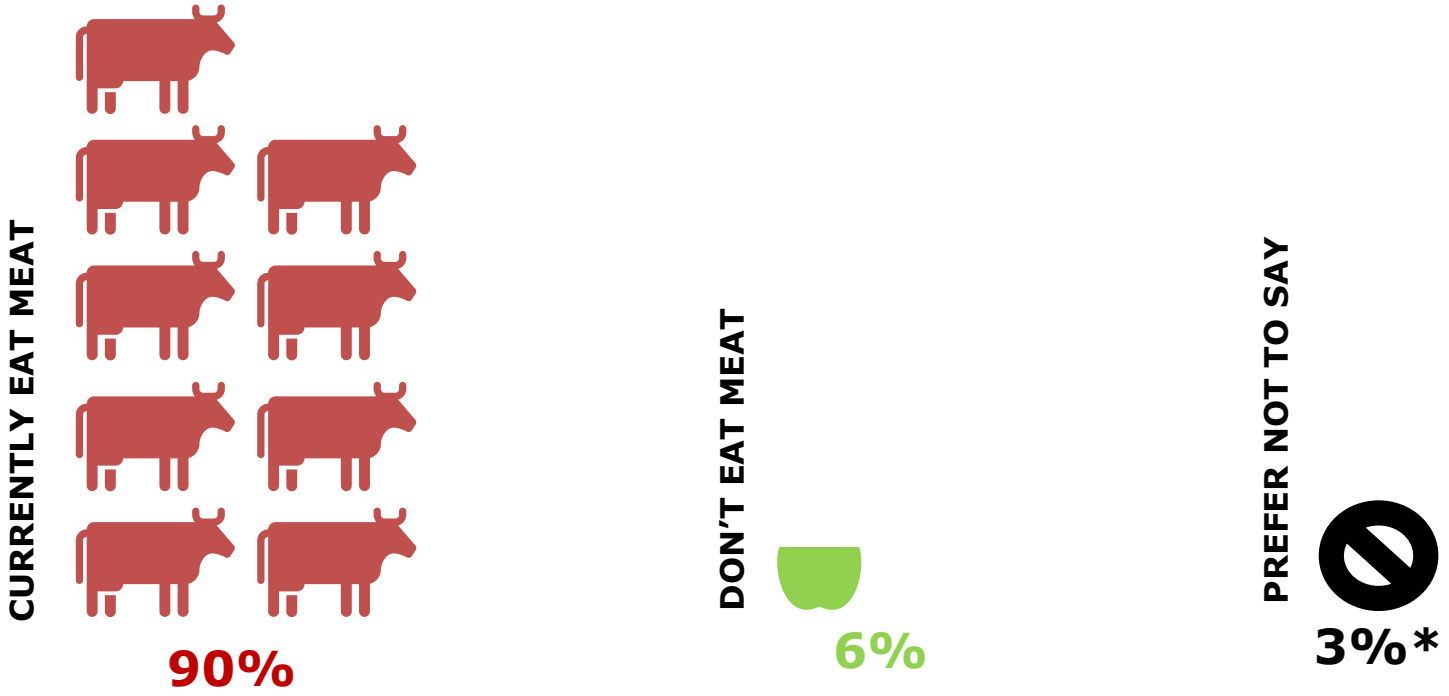


Other reasons:
- Don't want to be vegetarian or change to a plant based diet
- Enjoy eating meat
- Don't want to eat less meat
- Health concerns over changes
- Concerns if not eating meat livestock will overpopulate
- Fear that if the food doesn't grow you have no food
- Green spaces are being paved over
- What about storage of food and packaging?

Q10b. Do you have any concerns or worries about the way we have described how food could be in the future?
Q10c. What are your concerns or worries?

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

Base: 323



Q11. Do you currently eat meat?

A little over half (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.

Base: 323

How happy or unhappy are you with the idea of growing your own food?

23%	29%	29%	11%	7%
VERY HAPPY	SLIGHTLY HAPPY	NEITHER	SLIGHTLY UNHAPPY	VERY UNHAPPY

Base: 323

How happy or unhappy are you that you have the knowledge needed to grow your own food?

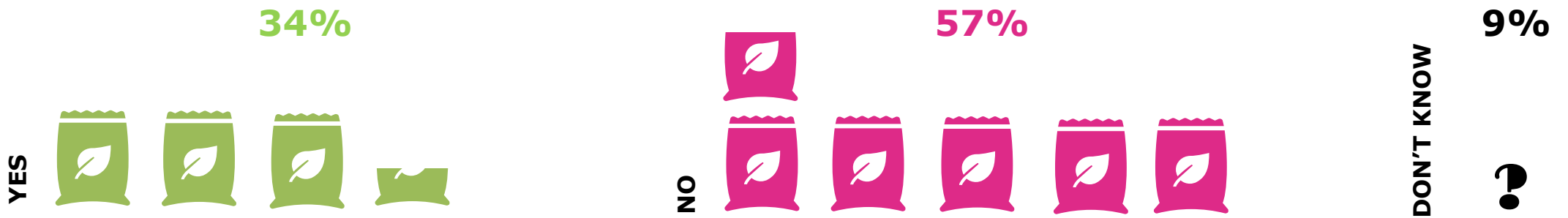
18%	29%	31%	13%	9%
VERY HAPPY	SLIGHTLY HAPPY	NEITHER	SLIGHTLY UNHAPPY	VERY UNHAPPY

Q13a. How happy or unhappy are you with the idea of growing your own food?
Q13b. How happy or unhappy are you that you have the knowledge needed to grow your own food?

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.

Do you or your family currently grow any food?

Base: 323



Do you think you will have the space to grow your own food in the future?

Base: 323

Q12. Do you or your family currently grow any food?
Q13c. Do you think you will have the space to grow your own food in the future?

What work could be like in 2040…

- Many more office workers will work from home at least part of the week, reducing their need to travel. Every home will be connected to fast digital networks.
- Some jobs may disappear or change as a result of the changes required to reach ‘net-zero carbon’. Yet, other jobs are likely to be created, for example in greener industries.

Work

56% of those that responded to the youth survey are somewhat or very happy with the vision presented regarding work in 2040.

19%

VERY HAPPY

37%

SOMEWHAT HAPPY

32%

NEITHER HAPPY NOR UNHAPPY

8%

SOMEWHAT UNHAPPY

3%

VERY UNHAPPY

Base: 323

Q14. How happy or unhappy are you with how work could be in 2040?

Only 8 of those asked about the work vision in the workshops were positive about the vision.

8

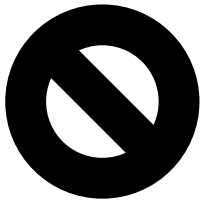
POSITIVE

13

NEUTRAL

2

NEGATIVE



2

PREFER NOT TO SAY

"I'm just neutral at the moment… many jobs treat working from home as part-time and pay their employees as such. The costs for people to go green are already hard for a lot of people on lower incomes, so the jobs issue is one that would make me feel uncertain or fearful"

Base: 25

Whilst those in the workshops noted potential positives such as less commuting and more convenience, there were several concerns

Positives and Benefits

- **Less commuting** has benefits for the individual and less traveling is better for the environment
- Possibly **increased job opportunities** in being able to work for companies based far away
- **More convenient**

Concerns or Worries

- **Negative impacts**
  - Negative **mental health impacts** e.g. from isolation
  - **Disproportionately impacting poorer people** & **increasing digital poverty** (e.g. affordability of good internet & equipment)
  - **Difficult for older workers**, particularly in finding new roles or the cultural change.
  - People **replaced by automated systems**
  - **Closure of workplaces** with shift to online
  - **Less productive** at home
  - Difficulties for working parents
  - Harder to access support from colleagues

Of the 38 unhappy in the survey, they noted being unhappy because of worries they have about their future opportunities and the situation for friends and family.

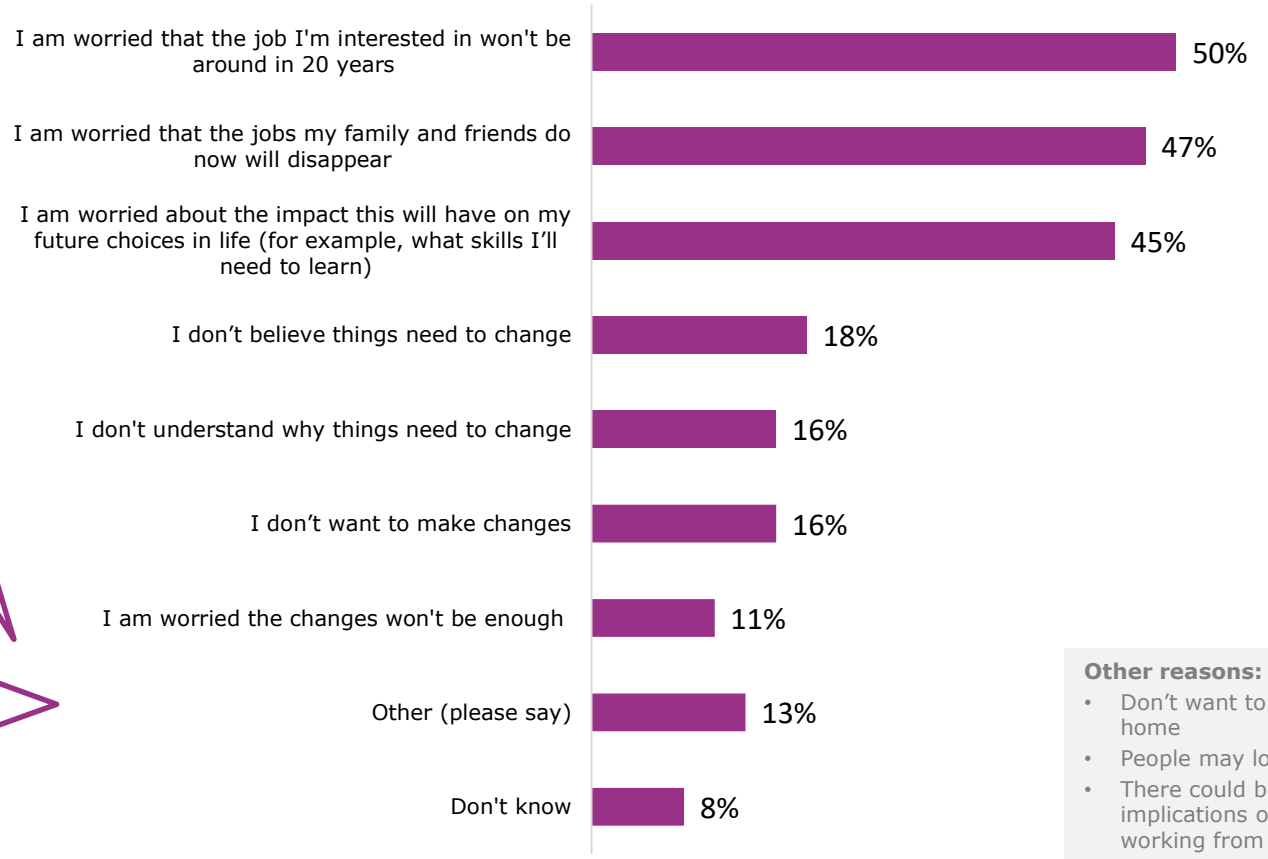
- 38 respondents were unhappy with the proposed visions for work in 2040. With the 3 biggest reasons being;
  - Worried that the job they are interested in won't be around in 20 years (n=19)
  - Worried that the jobs their family and friends do now will disappear (n=18)
  - Worried about the impact this will have on their future choices in life (n=17)

"People may lose hundreds of jobs just because of some environmentalists saying that jobs they do are too strong emissions wise." – Knowsley, 14-15yr old, Male

"If people have the choice to work at home, it's stopping the people who walk to work from doing exercise. The people who work at home won't have any spare time either to go do exercise because they are working." – Liverpool, 14-15yr old, Female

Base: 38

Reasons for being unhappy with the visions for work



Other reasons:
- Don't want to work from home
- People may lose jobs
- There could be health implications of people working from home

Q14a. Why are you unhappy?

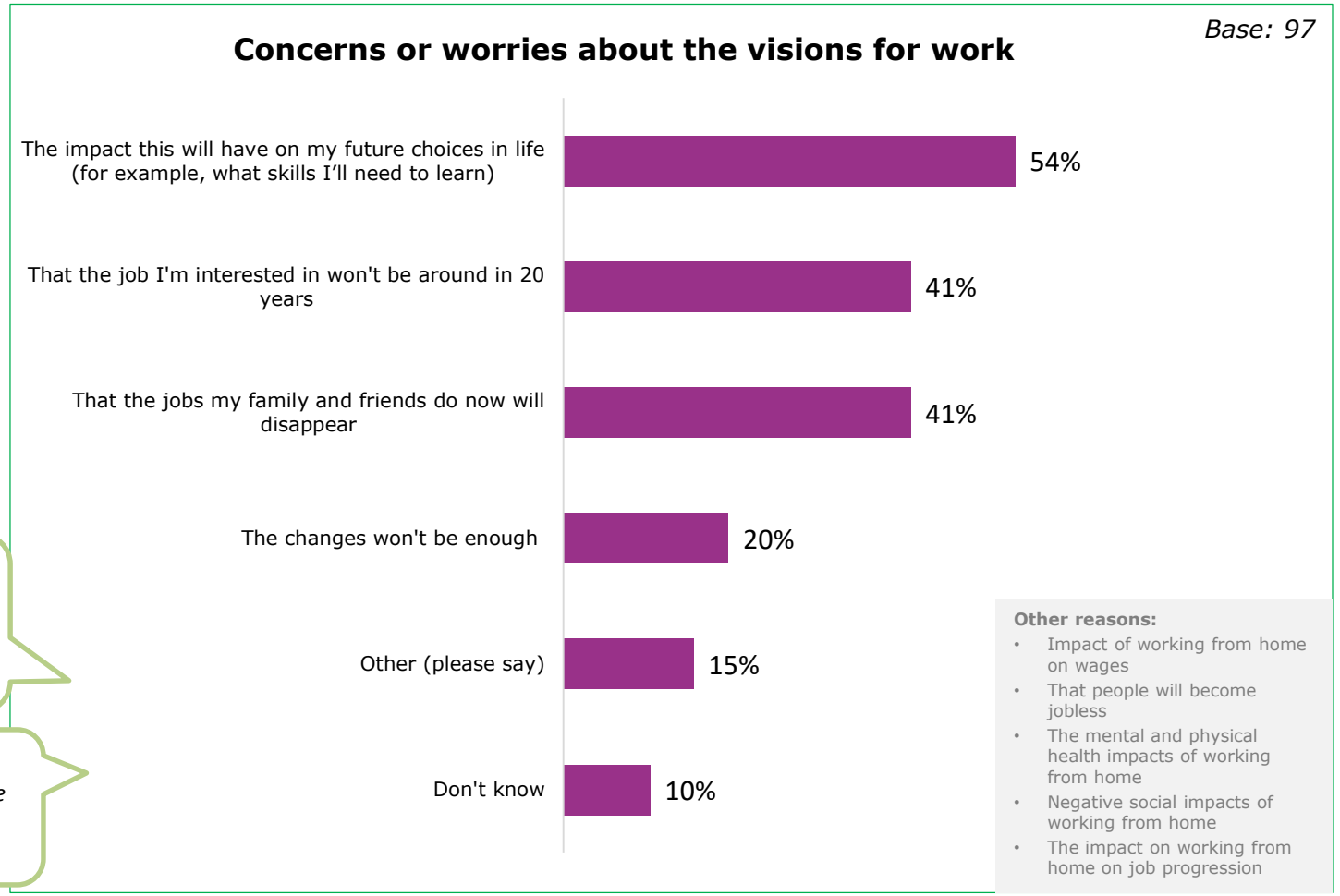
Additionally, 34% of those who were happy (or in between) about the vision in the survey, have concerns or worries about their future opportunities and the situation for their loved ones.

- **Of the 285 who noted either being somewhat or very happy, or neither happy nor unhappy, with the work vision, 34% (n=97) still mentioned having concerns or worries.**

- The 3 biggest concerns or worries being:
  - The impact this will have on their future choices in life (n=52)
  - That the job they are interested in won't be around in 20 years (n=40)
  - That the jobs their family and friends do now will disappear (n=40)

"Those people already employed in the jobs that might die out, they might just become jobless. The main concern is the employment rate after the change(s)." – Liverpool, 14-15yr old, Male

"With more working from home, how do graduates and new employees make those vital networking connections and receive support" – Wirral, 22-23yr old, Female



Q14b. Do you have any concerns or worries about the way we have described how work could be in the future?
Q14c. What are your concerns or worries?

In the workshops participants were asked if they could think of any solutions to these concerns or worries, with a few suggestions being put forward…

- **Automatic compensation** & retraining if someone's role is discontinued

- **Legislation**
  - Legislation should be put in place to prevent exploitation. Working from home should be a personal choice & not mandatory.
  - Social/racial Justice, ensuring minority communities are not marginalised.

- **Improve Connectivity**

- **Training**
  - Improve IT skills
  - Adding climate into all aspects of school curriculum to improve climate literacy

- **Improve access to green industries**
  - Access level jobs for younger people to build careers

Conclusion and Recommendations

Overarching Beliefs On Action

74% AGREED

ACTION IS NEEDED TO REDUCE CARBON EMISSIONS AT THE START OF THE YOUTH SURVEY

68% AGREED

ACTION IS NEEDED TO REDUCE CARBON EMISSIONS AFTER SEEING THE VISIONS

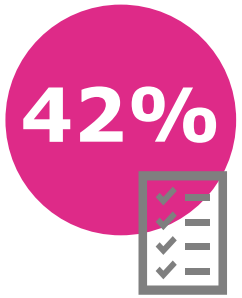
Agreement levels dropped from the start of the youth survey run by CA in comparison to the end of the survey. Potentially this is due to more honest answers as many completed this at school. The first question may have been more guided by teachers.

However, potentially the agreement levels dropped as people had more information about the changes and impacts on their life.

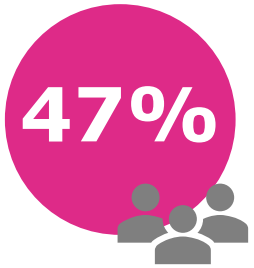
→ Understanding the concerns and barriers will be important to address this drop in agreement, as a lot of the changes will require support, and behavioural, cultural, and aspirational changes.

Additionally, by the end of the survey a quarter (25%) were on the fence between agreeing and disagreeing. Understanding and addressing concerns may help to move people in the direction of agreement.

Knowledge Level



ONLY 42% OF THE SURVEY RESPONDENTS FEEL THEY HAVE GOOD KNOWLEDGE ABOUT ACTIONS NEEDED TO REDUCE CARBON EMISSIONS



SIMILARLY ONLY 47% OF THE WORKSHOP/ QUESTIONNAIRE RESPONDENTS FEEL THEY HAVE GOOD KNOWLEDGE

Even though agreement levels that action is needed are quite high, knowledge levels on what to do are quite low. Combined **across the methodologies only 43% feel they have good or very good knowledge.** This potentially could hinder the ability to reach targets if people don't act, owing to a lack of knowledge or confusion.

→ Addressing the concerns and questions raised by respondents in the research may help to improve people's knowledge and understanding.
→ Potentially, a programme of communications could be put into place to keep people engaged and informed.
→ Additionally, consideration should be given to how the Net Zero Carbon action plan will be communicated and accessible to the 1.6million residents, who will have varying reading abilities, language abilities, and lifestyles.

Visions

Base: 335

77%

ARE HAPPY WITH THE VISION FOR **HOME** ACROSS ALL YOUTH RESEARCH METHODS

Base: 405

64%

ARE HAPPY WITH THE VISION FOR **TRAVEL ACROSS ALL YOUTH RESEARCH METHODS**

Base: 348

54%

ARE HAPPY WITH THE VISION FOR **WORK** ACROSS ALL YOUTH RESEARCH METHODS

Base: 335

54%

ARE HAPPY WITH THE VISION FOR **FOOD** ACROSS ALL YOUTH RESEARCH METHODS

Worries and Concerns

Many of the main concerns and worries related to:

- **Uncertainty about future choice** (e.g. over food, travel, living, and work)
- **Potential negative environmental and social impacts of the changes** (e.g. what will happen to old cars, and what will happen to people if their jobs disappear)
- **Financial concerns** about the cost of the changes, or impact on costs of items.
- Questions around **practicalities** e.g. what if you don't have a garden, and the practicalities of such a big increase in electricity demand

→ Addressing the questions raised by respondents in the research and their concerns may alleviate some of the worries. For example, being upfront and honest about what jobs will disappear so people can make career choices. Also, answering questions raised about the potential negative impacts and considering mitigations if there could potentially be negative consequences. And, supplying case studies of potential costs and looking at support options if required.

Current Behaviour

80%

WANT TO LEARN TO DRIVE IN THE FUTURE

90%

CURRENTLY **EAT MEAT**

34%

CURRENTLY **GROW SOME FOOD**

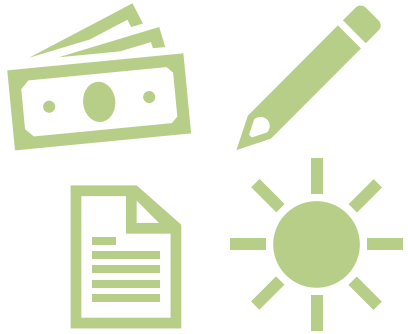
4 in 5 of the CA survey sample **plan on learning to drive**, and **43% of those want to drive as their may means of getting around. 9 in 10 currently eat meat** and **only 34% currently grow any food.**

→ More work may be needed to address behavioural, cultural and aspiration changes.

Whilst, 86% of the survey sample have cycled at some point in their life, **only 15% feel very safe cycling**, with 32% on the fence, and 17% reporting to feel unsafe cycling.

→ Understanding and addressing these safety concerns may help to reduce the number wishing to drive, but also offering attractive, reliable alternatives to driving is important.
→ Additionally, understanding what people are currently growing, how, and where and sharing case studies may help inspire others to take up growing food

Solutions



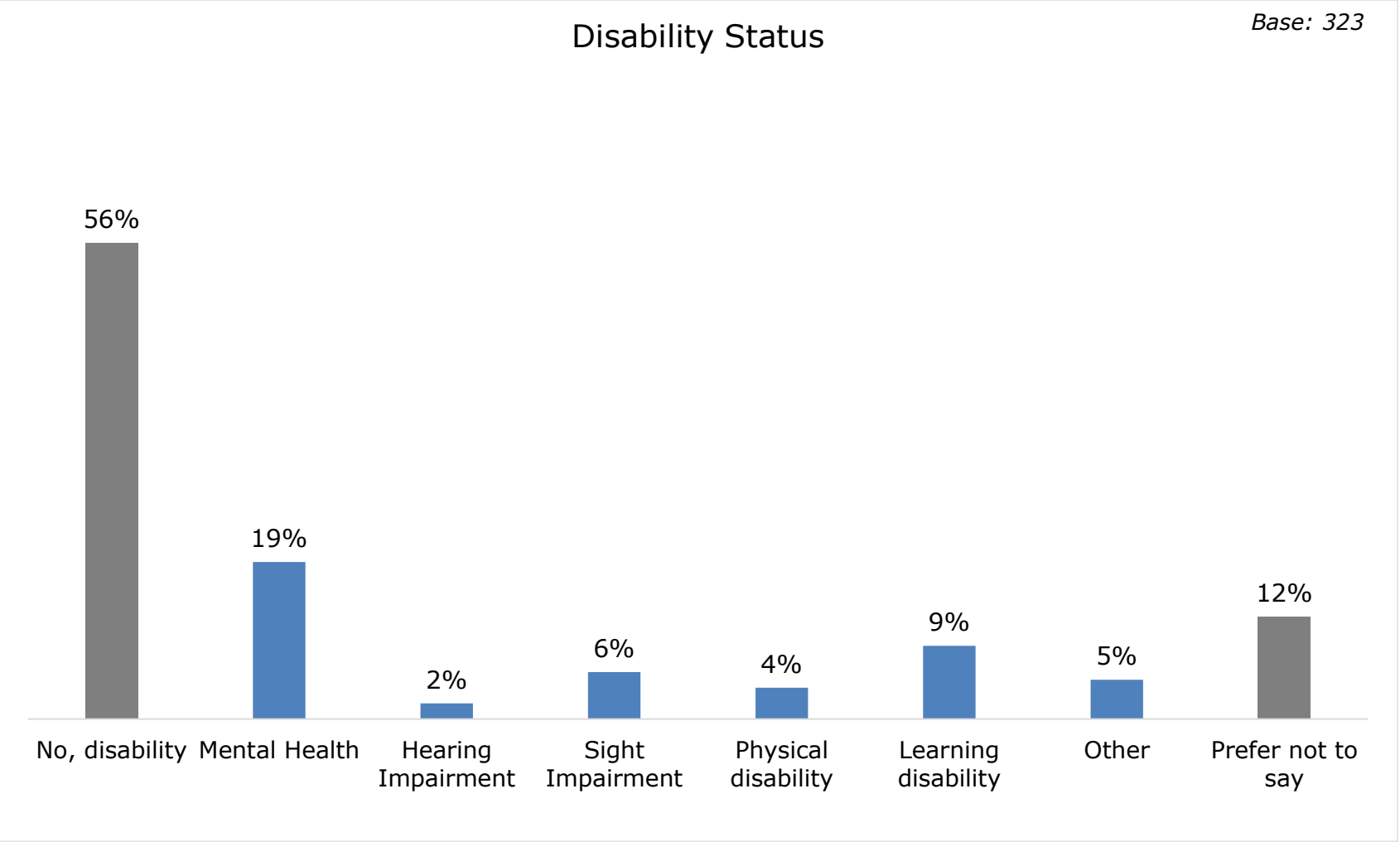
Those in the online survey run by the CA were not asked for solutions but in the workshops, many solutions revolved around the following:

- **Financial**
- **Legislation (e.g. around planning and work)**
- **Education and Training (e.g. in skills for new jobs, and environmental literacy)**
- **Communication (e.g. of benefits and costs of not making the changes)**
- **Incentives**
- **Address concerns and questions**
- **Improving public transport**
- **And, increasing renewable energy**

Appendices

1. Disability Status of Sample 67
2. Questions and Topics People Would Like to Know about 68
3. Those who already drive – Why? How often? In what car? 69

Appendix 1: Disability Status of Sample



Other disabilities listed:

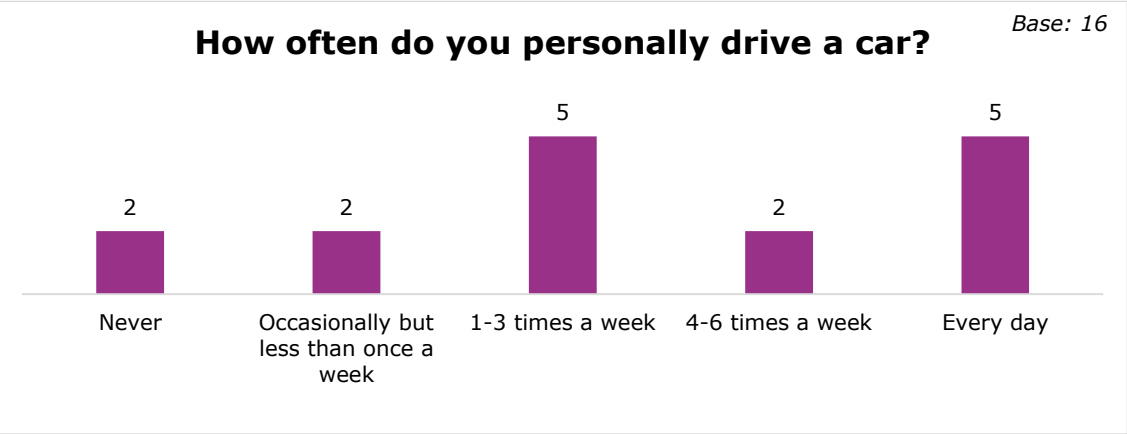
- Autism
- ADHD
- Dyslexic
- Anger Issues
- Asthma
- Hay fever
- Allergies
- Medical Disability
- PTSD

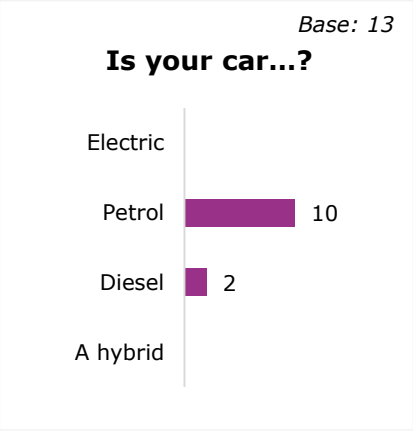
Q19. Do you have any of the following conditions?

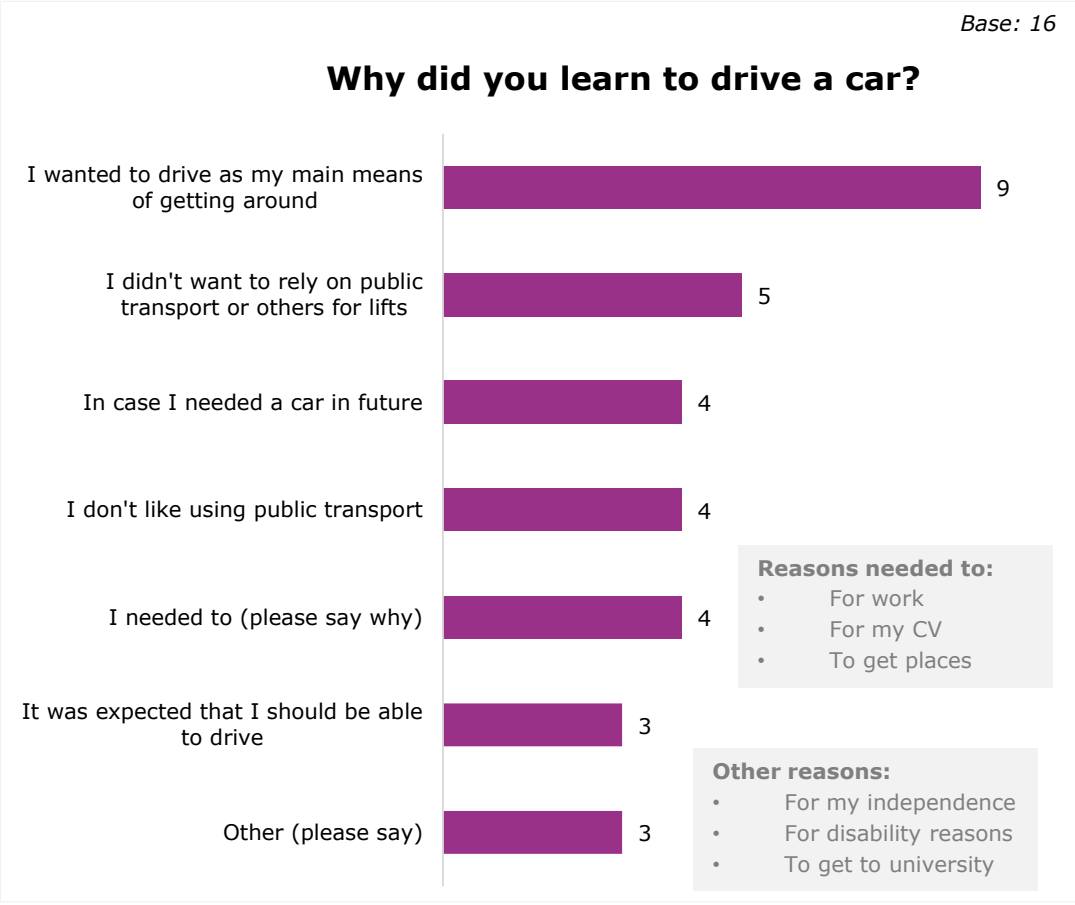
Appendix 2: Questions and Topics People Would Like to Know More About

- **Changes**
  - What system wide changes can the CA make?
  - What can we factor into our everyday lives that'll help the planet in the long run?
  - What is going to change? & How will this affect our lives?
  - What are the results for the changes that will take place?
  - Would like to know the numbers and how much we emit and need to cut.
- **Carbon Emissions**
  - How long would it take to stop carbon emissions?
  - Which aspects of life produce most carbon emissions?
  - How big businesses are planning to reach Net Zero Carbon
  - Why do other countries not put effort to reduce CO2 emissions?
- **Financial**
  - How will it be affordable?
  - How much will renewable energy cost for big companies in the futures?
- **Energy Sources**
  - How can I buy geothermal energy?
- **Travel**
  - How the city region plans to reduce car usage?
  - Are there going to be flying cars?
  - Would like to know more about electric cars
- **Homes**
  - What ways new development will accord with goals?
- **Food**
  - What food will we be expected to eat?
  - Will fast food still be the same?
  - If people don't eat meat will they have enough energy?
  - Will we buy seeds in the shop?
- **Schools**
  - Will schools be work from home too?
  - Will schools be the same?
- **Work**
  - What jobs will be removed? And What impact will this have on job choice?
  - Will people loss their jobs?
  - Would like the impact on engineer jobs
- **Other environmental concerns**
  - How do we target deforestation, palm oil, mining, and landfill?
  - What is being done to preserve rivers and lakes around the world?
  - Will recycling facilities be improved?
  - How will plastics, chemicals and vehicles waste be handled?
- **Other**
  - How will you improve education on subject?
  - What leaders flew to the G7 conference?
  - Impact of population growth

Appendix 3: Those who already drive – Why? How often? In what car?







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Q8c1. Why did you learn to drive a car?
Q8c. How often do you personally drive a car?
Q8d. Do you own or share a car?
Q8d1. What type of car is it?