

Let's Talk Climate Change: Survey Findings



Foreword

We have a vision to build on North Yorkshire's natural assets, strong local economy and resilient communities, to improve the way local services are delivered and support a good quality of life for all.

We are the geographically largest council in the country, with a mix of rural, urban and coastal communities, all of which have common challenges but also competing and differing needs. Therefore, a strong community voice is essential.

Let's Talk North Yorkshire, which launched in autumn 2022, is our continued commitment to listen and engage with you hearing your views on key strategic decisions and empowering your voice.

During the first Let's Talk North Yorkshire activity, climate change was highlighted as a top five priority by respondents. We wanted to further understand your thoughts on this topic in order to feed your views and opinions into our draft climate change strategy.

We have received detailed comments based on your views on climate change. This includes 73% of you saying you 'worry a lot or a fair amount' about climate change, and that most people take actions such as recycling and reducing home energy consumptions to tackle climate change. Survey responses showed that the highest priorities for the council to take to tackle climate change include the introduction of more energy-efficient buildings, more renewable energy, a collective effort to reduce carbon emissions, more sustainable travel and increased efforts to reduce waste. All this information has been fed into the climate change strategy and is being used to map out

an action plan to identify and develop area specific climate change projects and actions. You can find the key results in this report.

Some issues raised cannot be addressed by us as a council alone. However, our common understanding of the causes and impacts of climate change – and what we can do about it – is growing throughout society. Every business, organisation, public sector body and community needs to play its part. By working together, we can ensure we make our climate ambitions a reality.

We want to thank everyone who has given the time to take part in this consultation by attending one of our many events held throughout the county, or by completing an online or paper survey. We are committed to continuing the conversation and we hope you will keep on sharing your views via our digital engagement platform, which you can subscribe to [here](#). In return, we are committed to listening and to doing everything we can to advocate for North Yorkshire, delivering the best possible opportunities for people and communities here.



Cllr Carl Les
Leader,
North Yorkshire Council



Cllr Greg White
Executive Member
for Managing our
Environment

Contents

1.0 Key findings	4
2.0 Introduction	8
2.1 Reliability of the results	8
3.0 Summary of main findings.....	10
3.1 Awareness of climate change	10
3.2 Worry about climate change	12
3.3 Actions to tackle climate change.....	16
3.4 Climate Change Plan.....	19
3.5 Priorities for key actions.....	36
3.6 How do you think we can best work with our partners and the community to tackle climate change in North Yorkshire?	38
3.7 What other suggestions do you have to help us manage a changing climate in North Yorkshire?	39
3.9 Using the data and information collected to inform climate change actions.....	41
4.0 Let's Talk Climate Change Survey and Young Person's Survey response characteristics.....	42
4.1 Geographical area – Area Constituency Committee (ACC)	42
4.2 Age group	43
4.3 Gender	43
Appendix 1: Let's Talk Climate Change tables of results	44
Appendix 2: Young Person's Climate Change Survey tables of results	48
Appendix 3: Let's Talk Climate Change sample demographics	50
Appendix 4: Young Person's Climate Change Survey sample demographics	52

Let's Talk Climate Change

1.0 Key findings

Overall

- A total of 1,531 responses were received for Let's Talk Climate Change, and the number of responses means we can be confident that the survey results reflect the views of people in North Yorkshire.
- Responses were received from people who live and work within all areas across North Yorkshire, although people from Scarborough & Whitby and Selby & Ainsty are underrepresented in the responses.
- Older people are also overrepresented and younger people underrepresented in the responses. A separate survey aimed at younger people, aged under 25, was also used and the results of this survey are reported separately within this report.

Climate change awareness

- The responses show a high level of awareness of climate change, with 91% saying their awareness level is a lot or a fair amount. Only 2% of responses are from those who describe their awareness as not very much or not at all.
- There is little difference in awareness levels by gender with male and female responses showing similar levels of awareness about climate change.
- There are some differences in the levels of awareness for different age groups. People in the youngest age group, 16 to 29 years, are least likely to describe their level of awareness as a lot or a fair amount, and less likely to say they are not very or not at all aware of climate change.
- Awareness levels are high across all six Area Constituency Committees (ACCs) within North Yorkshire. The proportion of people describing their level of awareness as a lot or a fair amount ranges from 89% in Richmond up to 97% in Skipton & Ripon.
- People who say they are a member of a group engaged in environmental activities are more likely to be aware of climate change (96% describe their awareness as a lot or a fair amount), compared to those who are not part of a group (87%).

Worry about climate change

- Nearly three-quarters (73%) of responses are from people who say they worry a lot or a fair amount about climate change, while one in six (16%) are from those who do not worry at all or very much about climate change.
- This finding is consistent with data from the Office for National Statistics (ONS) Opinions and Lifestyle Survey which shows 74% of responses reported feeling (very or somewhat) worried about climate change in 2022.
- Responses from females show they are more likely to worry about climate change than males: 87% of female responses say their level of worry is a lot or a fair amount, compared to 68% of males. Only 5% of female responses are not very much or at all worried about climate change, compared to 20% of males.
- The ONS Opinions and Lifestyle Survey also found women are most likely to report feeling worried about climate change (77%, compared with 71% of men).
- There are also some differences in the level of worry for different age groups in North Yorkshire, but the pattern is not straightforward.
- The survey suggests people in some areas are more likely to worry about climate change than in other areas. Skipton & Ripon and Thirsk & Malton have the highest levels of worry about climate change (86% and 84% respectively worry a lot or a fair amount about this). In Richmond, 72% of people say their level of worry is a lot or a fair amount.
- People who say they are a member of a group engaged in environmental activities are more likely to worry about climate change (89% say they worry a lot or a fair amount), compared to those who are not part of a group (60%).
- Our separate survey targeted at people under 25 years of age in North Yorkshire found 38% are extremely concerned about climate change, while a further 55% are quite or somewhat or slightly concerned. . When asked what the concerns are about climate change, the most popular responses are: deforestation (83% of responses); landfills (70%); emissions (69%); plastics (65%); and fossils fuels (65%).

Actions to tackle climate change

The survey asked what actions people are taking to address climate change, and the most popular actions reported are:

- Recycling (undertaken by 89% of people)
- Reduced energy consumption (80%)
- Reducing waste (79%)
- Home energy improvements (61%)
- More walking and cycling (55%)

Our separate survey targeted at people under 25 years of age found similar actions being taken by people and their families.

Confidence in climate change plan approaches

People taking part in the survey were asked how confident they are about how the approaches set out in the council's 'Our Climate Change Plan' will help.

- Overall, half (50%) of the responses to the survey are from people who say they are very confident, confident or somewhat confident the approach will help slow down a changing climate in North Yorkshire.
- Slightly more than half (52%) of the responses are from people who say they are very confident, confident or somewhat confident the approach will help to prepare for a changing climate in North Yorkshire.
- Some 60% of the responses are very confident, confident or somewhat confident the approach will help nature to help us in North Yorkshire.

People who are confident that one of the approaches will help are also generally confident that the other approaches will help.

Priorities for key actions

The survey asked people to rank or prioritise key actions to tackle climate change, and the following actions are most commonly ranked in the top three priorities:

- Energy efficient built structures (ranked as a top three priority in 59% of responses)
- Renewable energy growth (54%)
- Encouraging everyone to reduce carbon emissions (47%)
- Travel and transport (46%)
- Reduce waste (35%)

Common themes

The survey provided free-text boxes to allow people to tell us more about how we can best reduce and slow down climate change and help nature to help us. Common themes were identified for each of the five free-text questions. Similar themes are present across all questions.

- Public transport improvements, rooftop solar panels, electric vehicles, and renewable energy generation are highlighted themes that would **help slow down a changing climate in North Yorkshire**.
- The most common themes for comments about **helping to prepare for a changing climate in North Yorkshire** are new housing, public transport, decarbonising council buildings, rooftop solar panels and implementing climate adaptation action plans as soon as possible.
- More tree planting, green spaces, new housing, supporting and helping nature are highlighted themes that would **help nature help us in North Yorkshire**.
- Public transport, renewable energy, rooftop solar panels, new housing, and energy efficiency are highlighted themes that would support **community and partnerships to help tackle climate change**.
- The common themes for **other feedback to help tackle climate change** are similar to those for helping to slow down climate change, focusing again on public transport, new housing, renewable energy, rooftop solar panels and electric vehicles.

2.0 Introduction

Our ambition for Let's Talk North Yorkshire is for it to be our biggest ever countywide conversation, to help understand how the public are feeling, and use that intelligence to inform decision making and the council's policy development process.

The initial Let's Talk North Yorkshire activity ranked climate change as one of the top five priorities for the council over the next three years. In response to this, Let's Talk Climate Change was launched on 17 February and closed on 10 April 2023 to gather feedback on the 'Our Climate Change Plan', which sets out how the council will respond to the climate emergency by working with partners to achieve the ambition to be a carbon negative region by 2040 and encourage residents, businesses, and visitors to take climate responsible actions.¹

The plan has three approaches:

- How we plan to slow it down
- How we are preparing for a changing climate
- Helping nature to help us

The survey was hosted on 'Commonplace', our digital engagement platform, and was supported by a marketing campaign to direct people to the platform.

Overall, 1,531 responses to the Let's Talk Climate Change survey were received, and this report presents the results of the survey.

As usual with self-completion questionnaires, some participants did not complete all questions. This may be because they did not have an opinion on the question asked, but we cannot make this assumption in full confidence. Such 'missing data' is excluded from the results unless otherwise stated. All charts indicate the number of responses received for each question.

The survey results are reported as whole numbers for percentages. As a result of this 'rounding' process there may be occasions when the figures do not add up to 100.

Free text response questions were analysed to look for patterns and themes in the responses.

2.1 Reliability of the results

The number of responses received as part of the Let's Talk Climate Change survey indicates we can be confident that the survey results provide reliable estimates of the views of the North Yorkshire population as a whole. As with any estimates they include a degree of uncertainty. We have calculated confidence intervals to provide a measure for this uncertainty.

The 95% confidence intervals for overall survey results are generally calculated to be within +/- 3%, and this indicates a high level of certainty in the results.

¹ York and North Yorkshire LEP Routemap to carbon negative (<https://www.ynylep.com/routemap>)

While the sample of responses in the survey is broadly representative of the population in North Yorkshire in many respects, the over-representation of people from some sub-groups such as areas and age groups will have an impact on the survey results if people from these groups have different views on issues. This report highlights where groups have very different views. Demographic group information was not provided by many people taking part in the survey, and this also limits the ability to determine how truly representative the sample of responses is.

We acknowledge that there is likely to be some survey error in the results, due to the over-representation of certain sub-groups in the sample. Although the survey is not truly representative, we always assume that there will be some sampling error and/or response bias in every survey, and this does not invalidate the survey findings.

The results of the survey also appear to be consistent with other surveys undertaken, including the Office for National Statistics (ONS) Opinions and Lifestyle Survey.

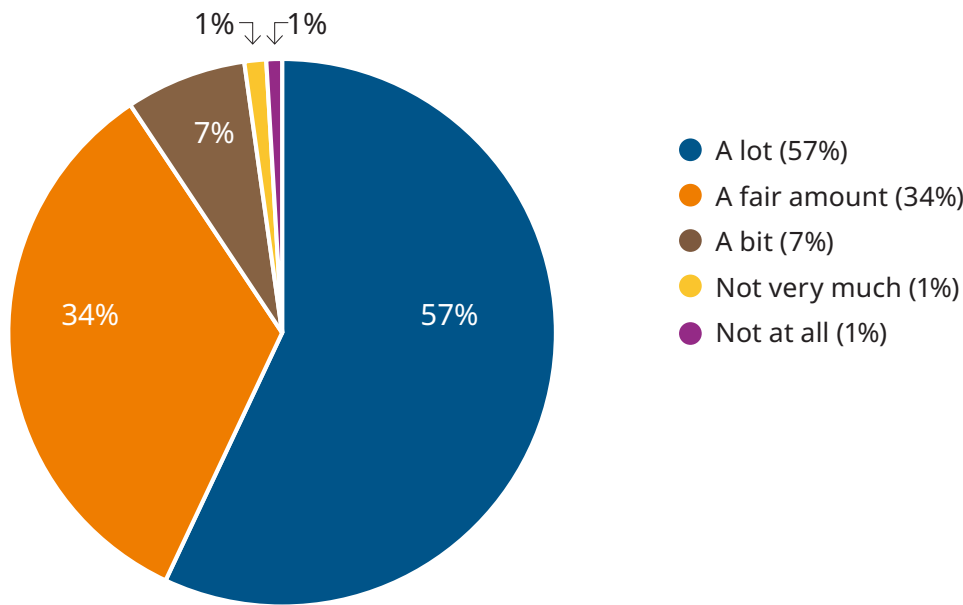


3.0 Summary of main findings

3.1 Awareness of climate change

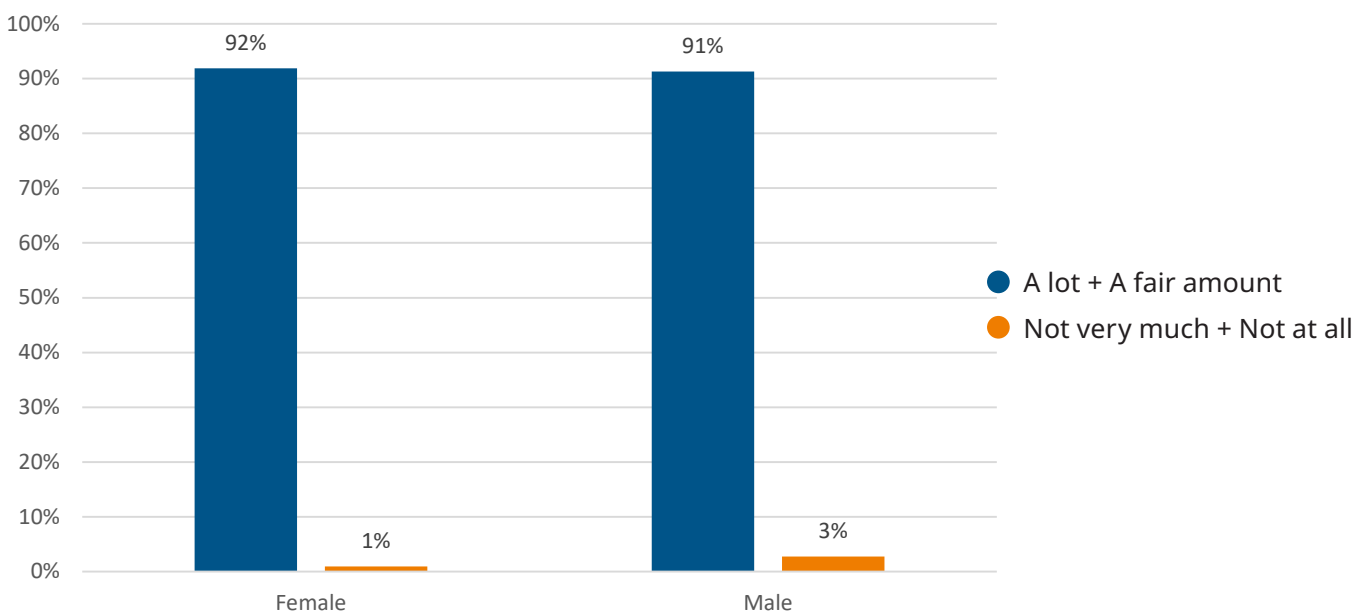
Overall, 91% of the responses are from people who say their awareness of climate change is a lot or a fair amount. Only 2% of responses are from those who describe their awareness as not very much or not at all.²

Figure 1: Climate change awareness (n=1,400 responses)



The chart below shows there is very little difference in the levels of climate change awareness for females and males in the survey: 92% of females say their awareness is a lot or a fair amount, compared to 91% of males.

Figure 2: Climate change awareness levels by gender (n=934 responses)

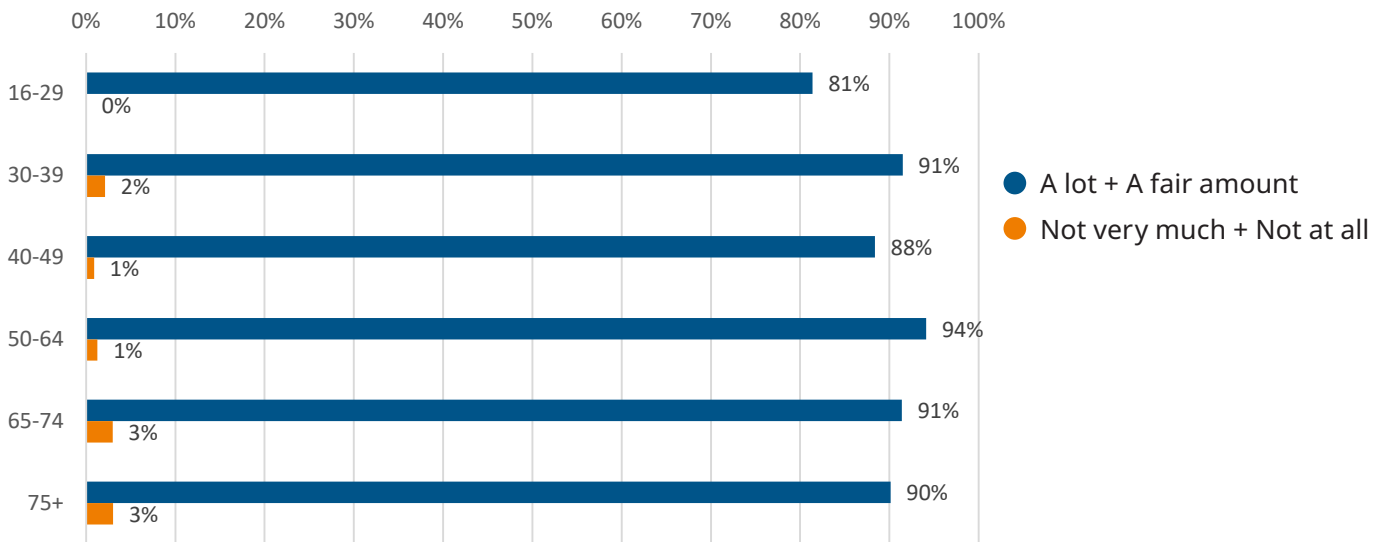


² Survey results are reported as whole numbers for percentages. As a result of this 'rounding' process there may be occasions when the figures do not add up to 100.

The number of responses from people describing their gender in another way or preferring not to say is too small to analyse.

There are some differences in the levels of awareness for different age groups. People in the youngest age group, 16 to 29 years, are least likely to describe their level of awareness as a lot or a fair amount, and also less likely to say they are not very or not at all aware of climate change.

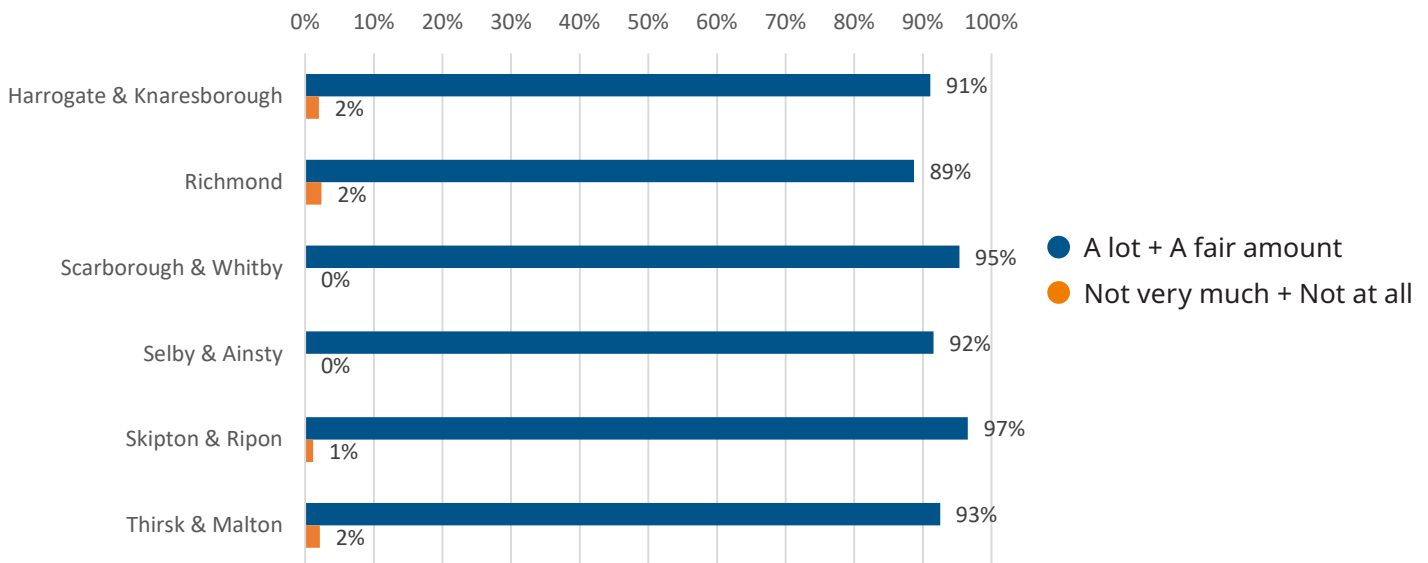
Figure 3: Climate change awareness level by age group (n=1,036 responses)



Note: The survey sample size for the youngest age group is small (44 responses).

Awareness levels are high across all six Area Constituency Committees (ACCs) in North Yorkshire. The proportion of people describing their level of awareness as a lot or a fair amount ranges from 89% in Richmond up to 97% in Skipton & Ripon.

Figure 4: Climate change awareness level by area (ACC) (n=982 responses)

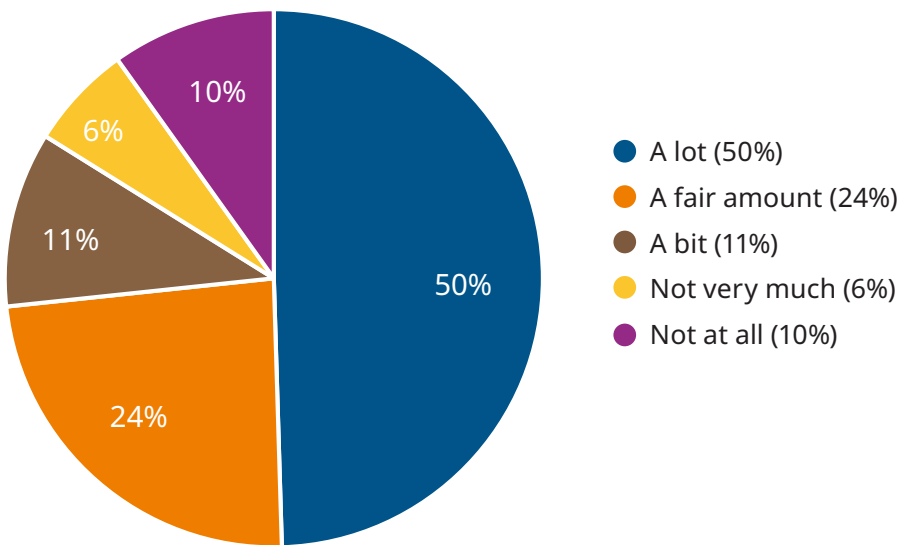


Responses from people who say they are a member of a group engaged in environmental activities are more likely to be aware of climate change (96% describe their awareness as a lot or a fair amount), compared to those who are not part of a group (87%).

3.2 Worry about climate change

Nearly three-quarters (73%) of responses are from people who say they worry a lot or a fair amount about climate change, while one in six (16%) are from those who do not worry at all or very much about climate change.

Figure 5: Worry about climate change (n=1,357 responses)

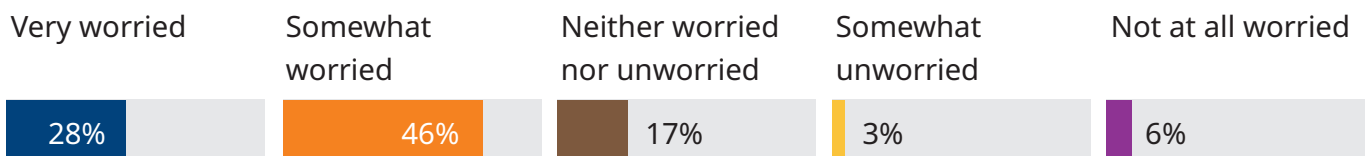


Data from the ONS Opinions and Lifestyle Survey, for September and October 2022, shows similar results with:

- Around three in four adults (74%) reported feeling (very or somewhat) worried about climate change
- Around 1 in 10 people (9%) felt unworried (somewhat unworried or not at all worried) about climate change and around one in five (17%) said they were neither worried nor unworried

Figure 6: ONS data on worry about climate change

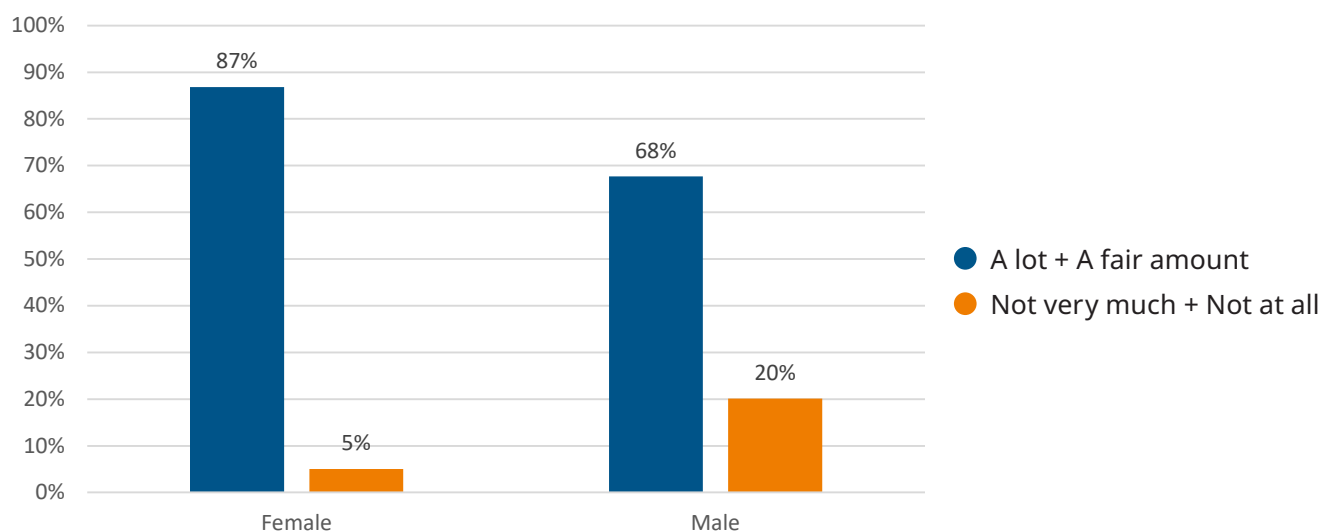
Proportion of adults, aged 16 and over, and level of worry about climate change, Great Britain, 14 September to 9 October 2022.



Source: Office for National Statistics - Opinions and Lifestyle Survey - Worries about climate change, Great Britain - Office for National Statistics (ons.gov.uk)

The chart below shows differences in the levels of worry about climate change for females and males in the survey. Some 87% of female responses say their level of worry is a lot or a fair amount, compared to 68% of males. Only 5% of female responses are not very much or at all worried about climate change, compared to 20% of males.

Figure 7: Climate change worry level by gender (n=908 responses)



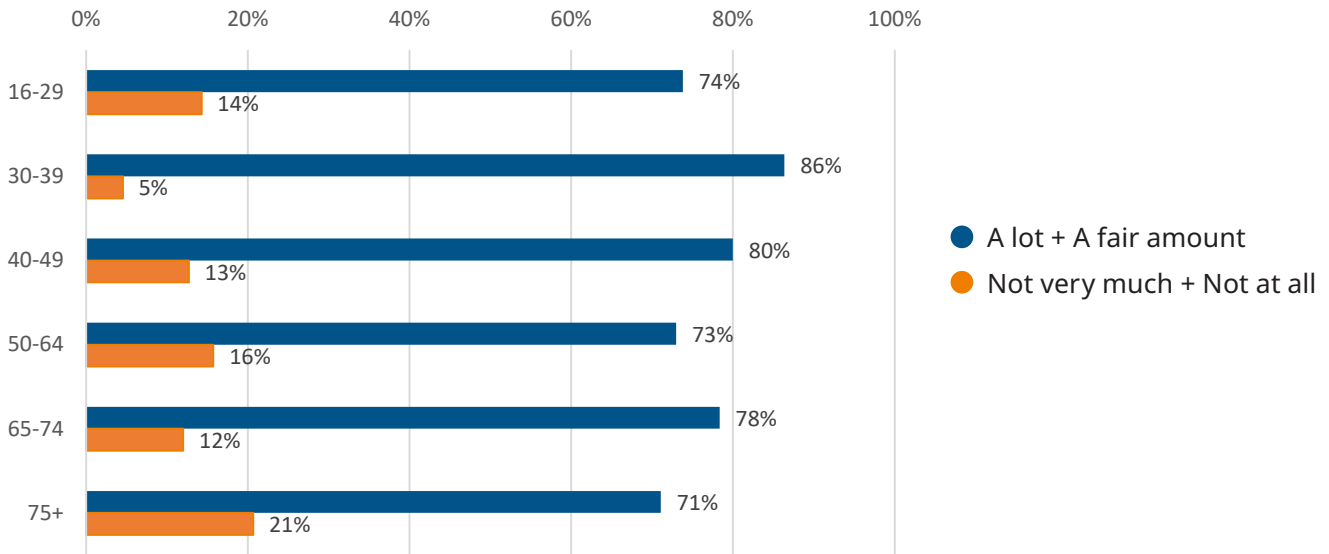
The ONS Opinions and Lifestyle Survey also found females were most likely to report feeling worried about climate change (77%, compared with 71% of males).

Similar results were also found from the [Department of Business Energy and Industrial Strategy \(BEIS\) Public Attitudes Tracker](#) that indicated that overall concern (very or fairly concerned) about climate change was higher for females (87%, compared with 80% of males; data for the UK collected between 9 June and 7 July 2022).

The number of responses from people describing their gender in another way or preferring not to say is too small to analyse.

The chart below does not show a clear picture for the level of worry by age group. People aged 30 to 39 are most likely to worry a lot or a fair amount about climate change (86%), while those aged 75 years and over, 50 to 64, and 16 to 29 are less likely to say they have these levels of worry.

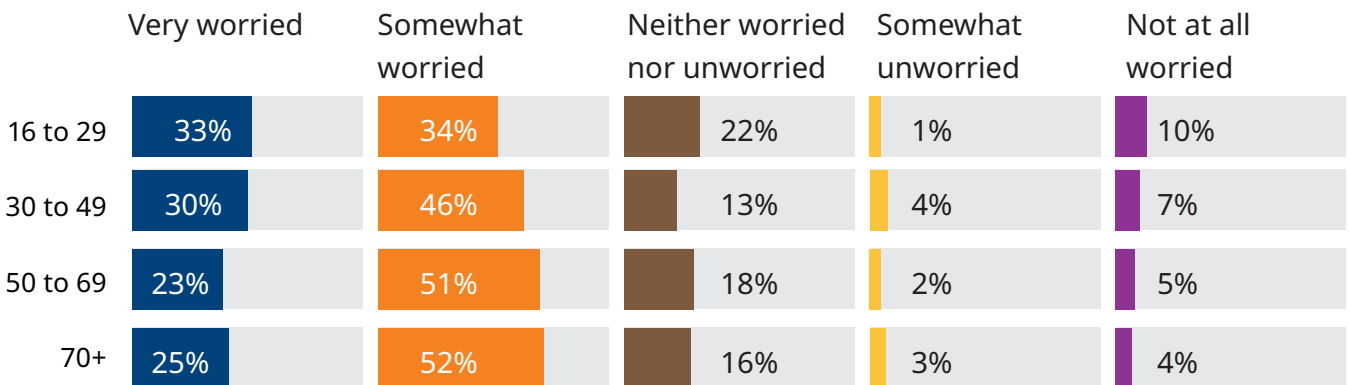
Figure 8: Climate change worry by age (n=998 responses)



The ONS survey also found a complex pattern when analysing responses by age. The overall proportion who felt (very or somewhat) worried was highest among older adults aged 70 years and over (77%), and lowest among adults aged 16 to 29 years (67%).

However, in the ONS survey, adults aged 16 to 29 years had more mixed views, with this group having the highest proportion who felt very worried (33%), and the highest proportions who felt neither worried nor unworried (22%) and not at all worried (10%). Far fewer people of this age said they were somewhat worried (34%), explaining why this group had the lowest overall proportion feeling (very or somewhat) worried.

Figure 9: ONS data on climate change worry by age



Our separate survey targeted at people under 25 years of age in North Yorkshire found 38% are extremely concerned about climate change, while a further 55% are quite or somewhat or slightly concerned. Only 7% are not at all concerned.

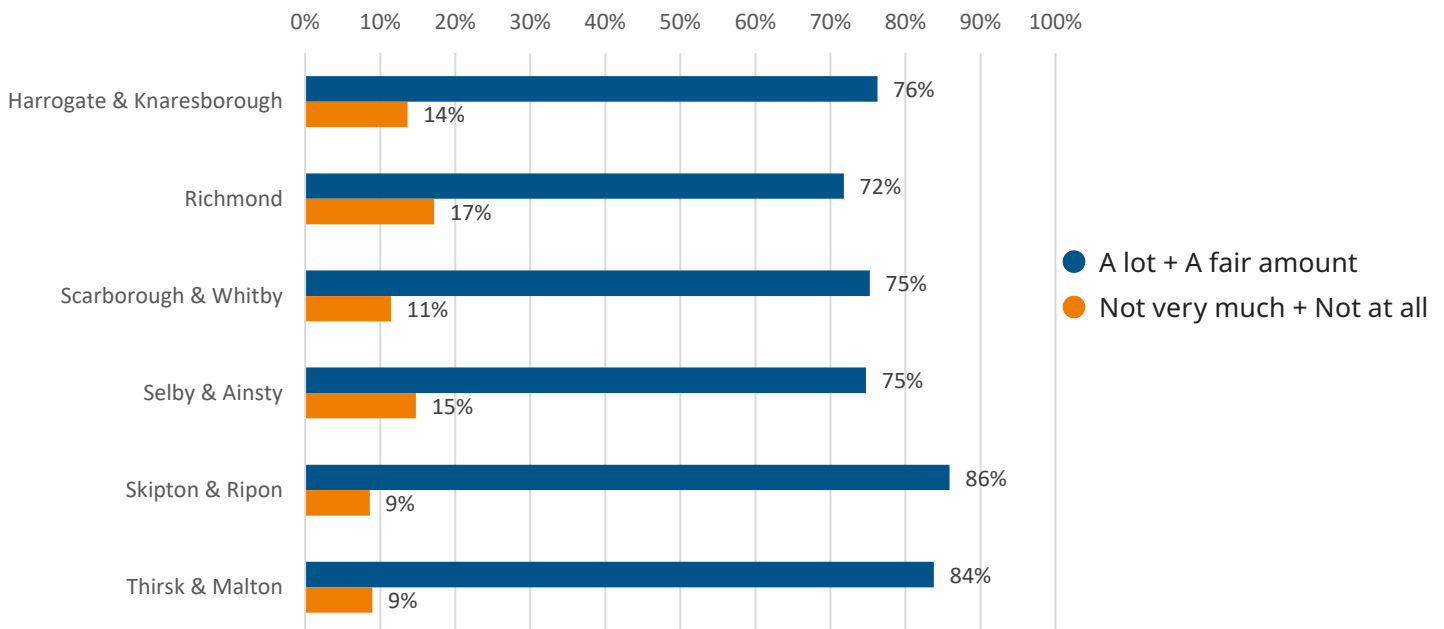
Overall, the young person’s climate survey received 249 responses. While the survey was designed to be completed by younger people, we also received a small number of responses from older people. Many responses did not provide details of their age.

When asked what the concerns are about climate change, the most popular responses in the young person's survey are:

- Deforestation (83% of responses)
- Landfills (70%)
- Emissions (69%)
- Plastics (65%)
- Fossils fuels (65%)

The Let's Talk Climate Change results suggest people in some areas are more likely to worry about climate change than in other areas. Skipton & Ripon and Thirsk & Malton have the highest levels of worry about climate change (86% and 84% respectively worry a lot or a fair amount about this). In Richmond, 72% of people say their level of worry is a lot or a fair amount.

Figure 10: Climate change worry by area (ACC) in North Yorkshire (n=952)

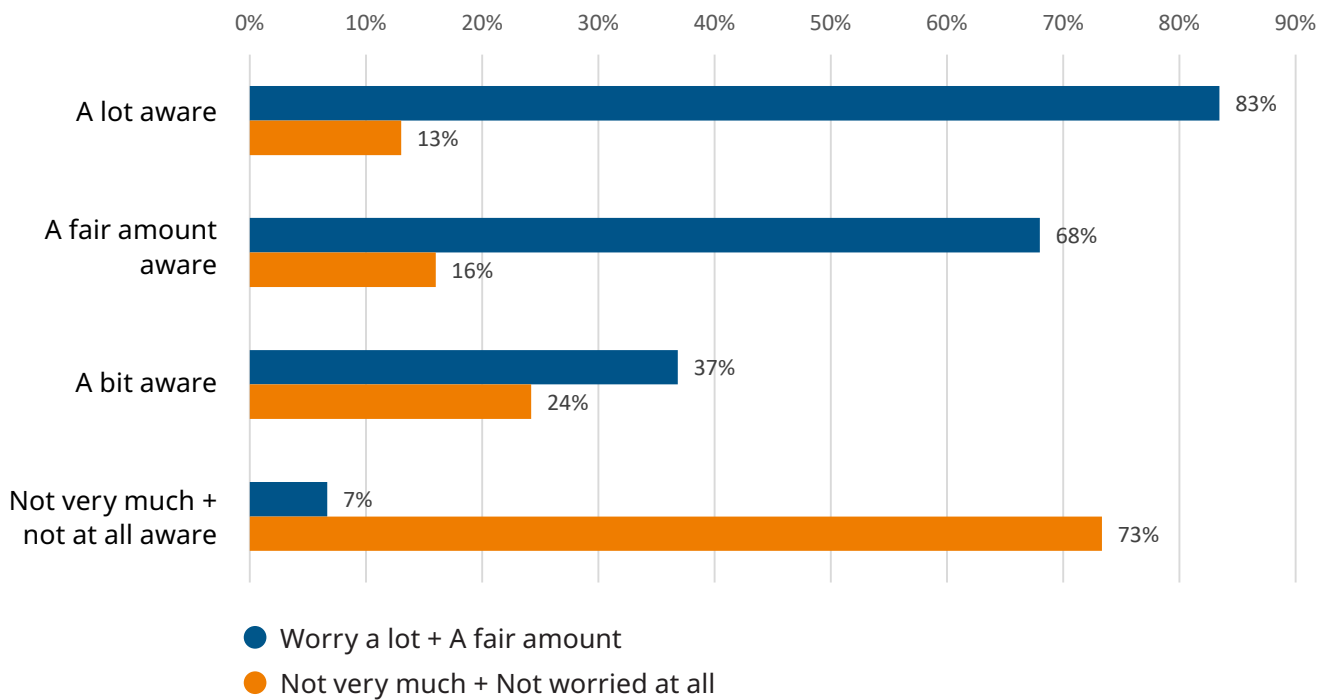


The chart below suggests that the level of worry is linked to the level of awareness of climate change.

Some 83% of those who are most aware (a lot) about climate change say they worry a lot or a fair amount about climate change, while only 7% of those who are least aware (not very much or not at all) are worried a lot or a fair amount by climate change.

Only 13% of those who are most aware (a lot) about climate change say they do not worry very much or at all about climate change, compared to the 73% who are least aware (not very much or not at all) who say they are not very much or at all worried.

Figure 11: Climate change worry level by awareness level (n=1,343 responses)



Responses from people who say they are a member of a group engaged in environmental activities are more likely to worry about climate change (89% say they worry a lot or a fair amount), compared to 60% of those who are not part of a group.

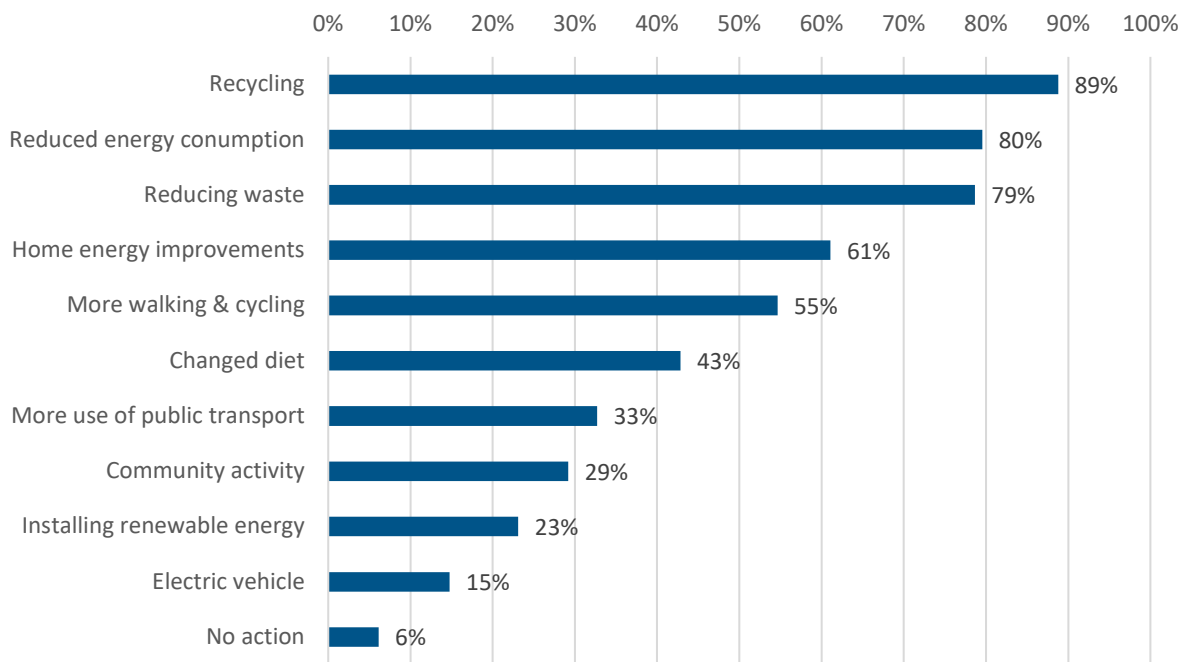
3.3 Actions to tackle climate change

The survey asked people to select the actions they had taken to tackle climate change and people could select one or more options.

The most popular actions taken to address climate change are:

- Recycling (undertaken by 89% of people)
- Reduced energy consumption (80%)
- Reducing waste (79%)
- Home energy improvements (61%)
- More walking and cycling (55%)

Figure 12: Actions taken to address climate change (n=1,354)



Only 6% of responses say they have taken no action.

Responses show females are more likely to have taken action than males. Only 1% of females reported taking no action, compared to 7% of males.

The oldest and youngest age groups are the most likely to have taken no action. Some 10% of those aged 75 and over report taking no action, while the proportion of those aged 16 to 29 years taking no action is 9%.

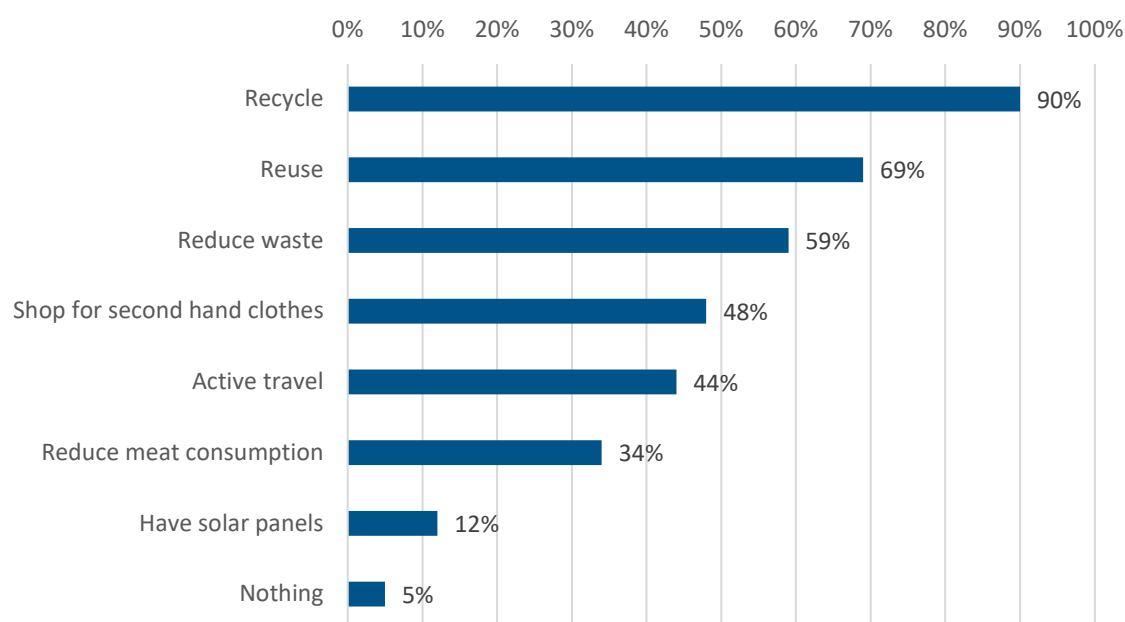
Data from the ONS Opinions and Lifestyle Survey for September and October 2022 shows:

- Three in four adults (75%) said they made a lot or some lifestyle changes to help tackle climate change, lower than the percentage found a year ago (81%), and one in four adults (25%) said they had made no changes, up from 19% a year ago
- Women were also more likely to say they have made changes to help tackle climate change (79%, down from 85% since last year) than men (70%, down from 77%)
- Adults aged 30 to 49 years (79%) and 50 to 69 years (78%) were more likely to report they have made changes to help tackle climate change, whereas those aged 16 to 29 years (68%) and 70 years and over (67%) were least likely to say they have made changes³

Our separate survey targeted at people under 25 years of age in North Yorkshire also found that recycling, reusing and reducing waste are the most common things that young people and their families are doing to help to reduce their impact on climate change.

³ Source: Worries about climate change, Great Britain - Office for National Statistics (ons.gov.uk)

Figure 13: Actions taken by young person survey respondents and their families (n=240 responses)



The table below shows the percentages of people from each area (ACC) taking action to tackle climate change, and the responses are ranked in order of popularity, with a rank of 1 being the most common action and 11 the least common.

Recycling, reducing energy consumption and reducing waste are the most common actions taken across all areas.

Figure 14: Actions taken by people for each area (ACC) within North Yorkshire

Actions taken (all survey ranking: 1,354 responses)	Harrogate & Knaresborough (n=197)	Richmond (n=161)	Scarborough & Whitby (n=107)	Selby & Ainsty (n=96)	Skipton & Ripon (n=164)	Thirsk & Malton (n=182)
	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)
Recycling (1)	88% (1)	90% (1)	89% (1)	91% (1)	91% (1)	92% (1)
Reduced energy consumption (2)	80% (2)	81% (2)	84% (2)	81% (2)	85% (2)	82% (3)
Reducing waste (3)	78% (3)	80% (3)	79% (3)	79% (3)	84% (3)	87% (2)
Home energy improvements (4)	66% (4)	65% (4)	65% (4)	65% (4)	70% (4)	68% (4)
More walking & cycling (5)	62% (5)	49% (5)	62% (5)	61% (5)	55% (5)	57% (5)
Changed diet (6)	49% (7)	35% (6)	40% (6)	42% (6)	49% (6)	52% (6)
More use of public transport (7)	50% (6)	27% (8)	33% (7)	35% (7)	32% (8)	29% (8)
Community activity (8)	26% (8)	33% (7)	28% (8)	27% (8)	38% (7)	38% (7)
Installing renewable energy (9)	22% (9)	25% (9)	17% (9)	17% (9)	30% (9)	29% (9)
Electric vehicle (10)	17% (10)	16% (10)	10% (10)	16% (10)	15% (10)	13% (10)
No action (11)	7% (11)	6% (11)	2% (11)	3% (11)	4% (11)	3% (11)

The proportion of people saying they have taken no action ranges from 2% in Scarborough & Whitby up to 7% in Harrogate & Knaresborough.

3.4 Climate Change Plan

The survey contained details of the North Yorkshire Council 'Our Climate Change Plan', which sets out how the council will respond to the climate emergency by working with partners to achieve the ambition to be a carbon negative region by 2040 and encourage residents, businesses and visitors to take climate responsible actions.

The plan has three approaches:

- How we plan to slow it down
- How we are preparing for a changing climate
- Helping nature to help us

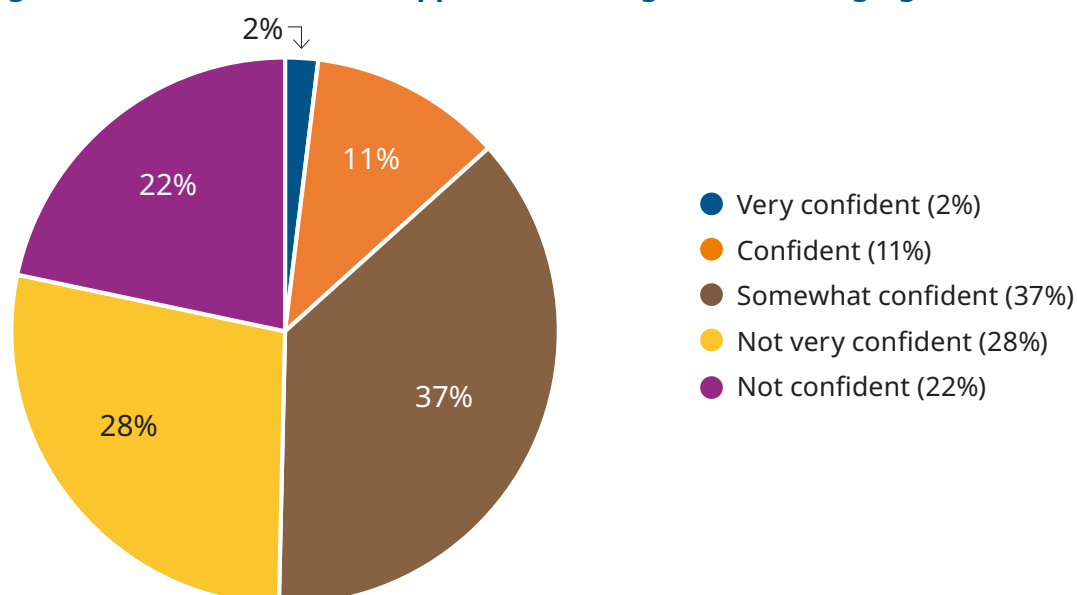
People were asked how confident they are each of how these 'Our Climate Change Plan' approaches will help, and the results show that people who are confident that one of the approaches will help are also generally confident that the other approaches will help.

For example, more than 80% of those who are confident (either very confident, confident or somewhat confident) the approach will help to prepare for a changing climate also have confidence the approach will help to slow down a changing climate and also help nature to help us in North Yorkshire.

3.4.1 Confidence about approach to slowing down a changing climate in North Yorkshire

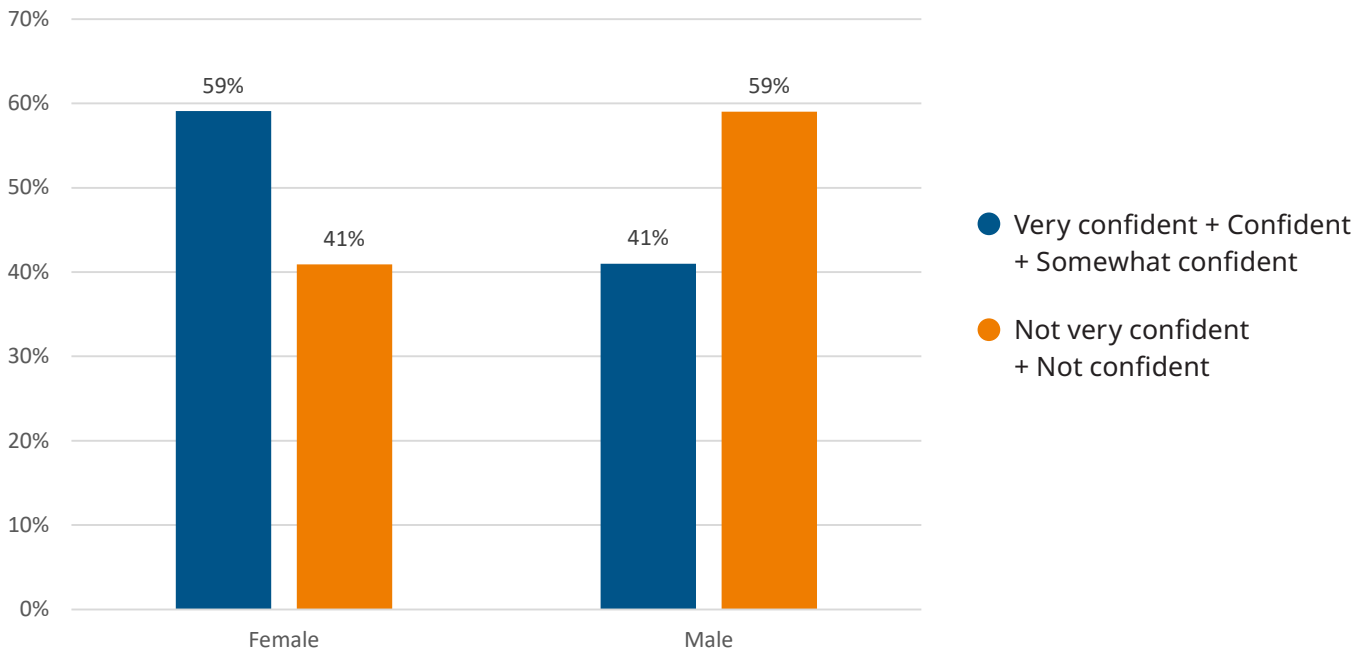
Overall half (50%) of the responses to the survey are from people who say they are very confident, confident or somewhat confident the approach will help slow down a changing climate in North Yorkshire.

Figure 15: Confidence about approach slowing down a changing climate (n=1,388 responses)



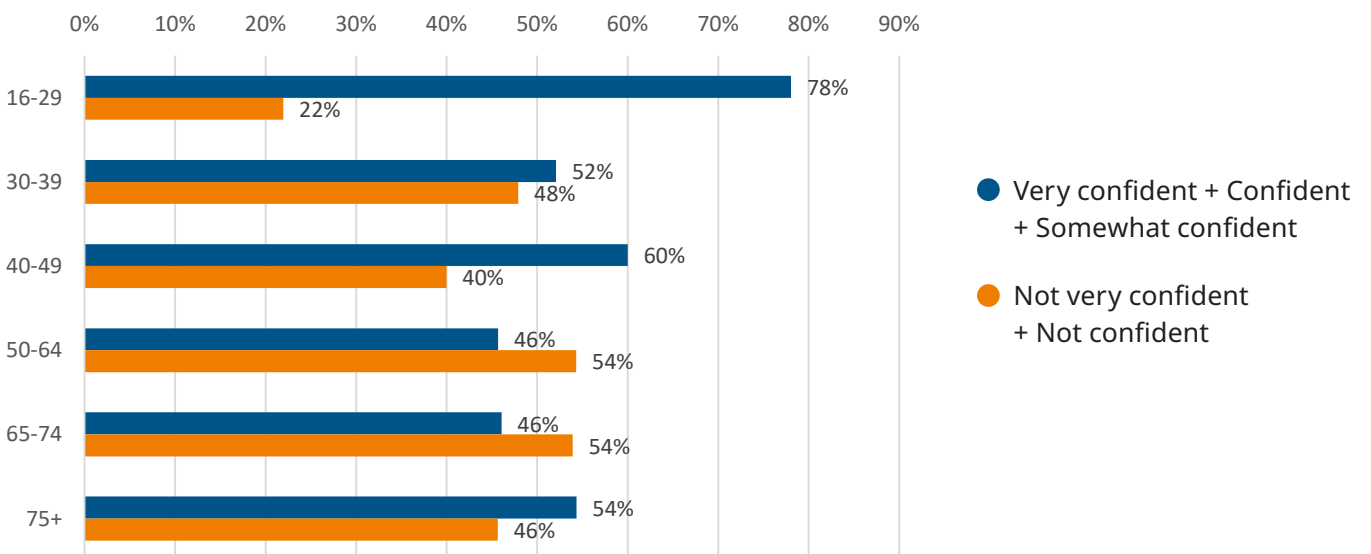
Responses from females are more likely to be very confident, confident or somewhat confident about this (59%), compared to males (41%).

Figure 16: Confidence about approach slowing down a changing climate by gender (n=933 responses)



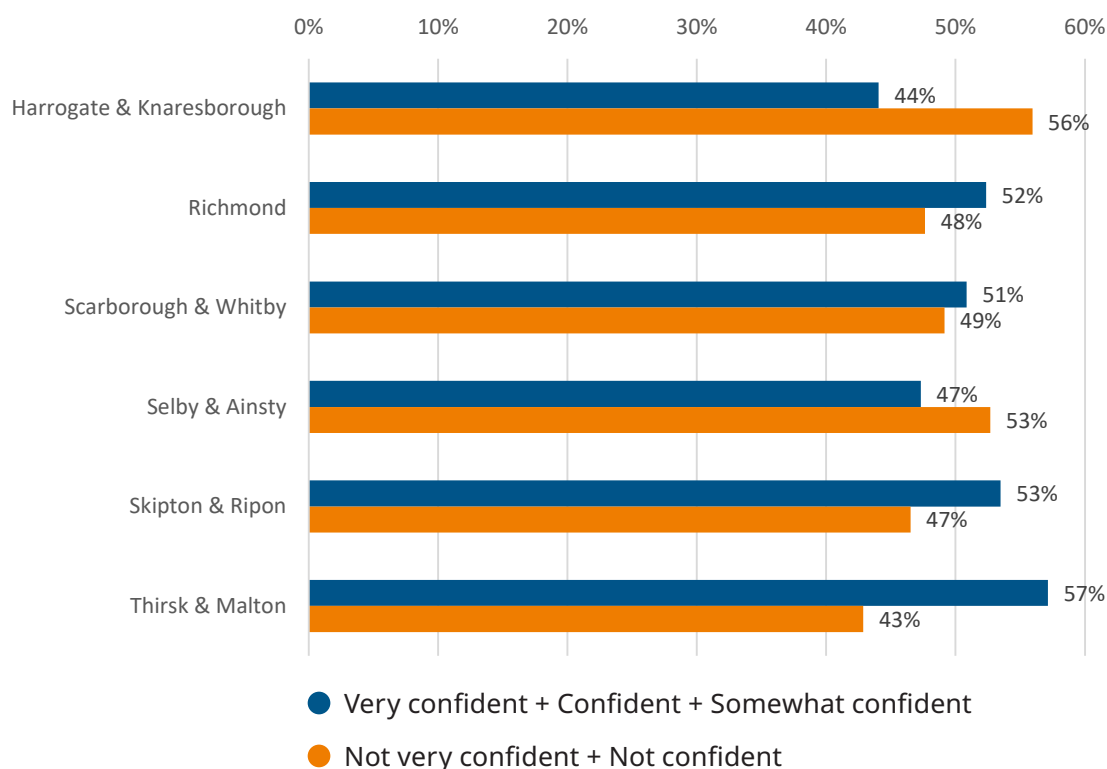
The chart below shows responses from the youngest age group, aged 16 to 29, are the most likely to be very confident, confident or somewhat confident this approach will slow down a changing climate (78%). People aged 50 to 64 and 65 to 74 are the least likely to be confident this approach will do this (46%).

Figure 17: Confidence about approach slowing down a changing climate by age (n=1,033 responses)



The chart below shows people in some areas are more confident the approach will slow down a changing climate in North Yorkshire. In Thirsk & Malton 57% of people are very confident, confident or somewhat confident the approach will slow down a changing climate, compared to 44% in Harrogate & Knaresborough.

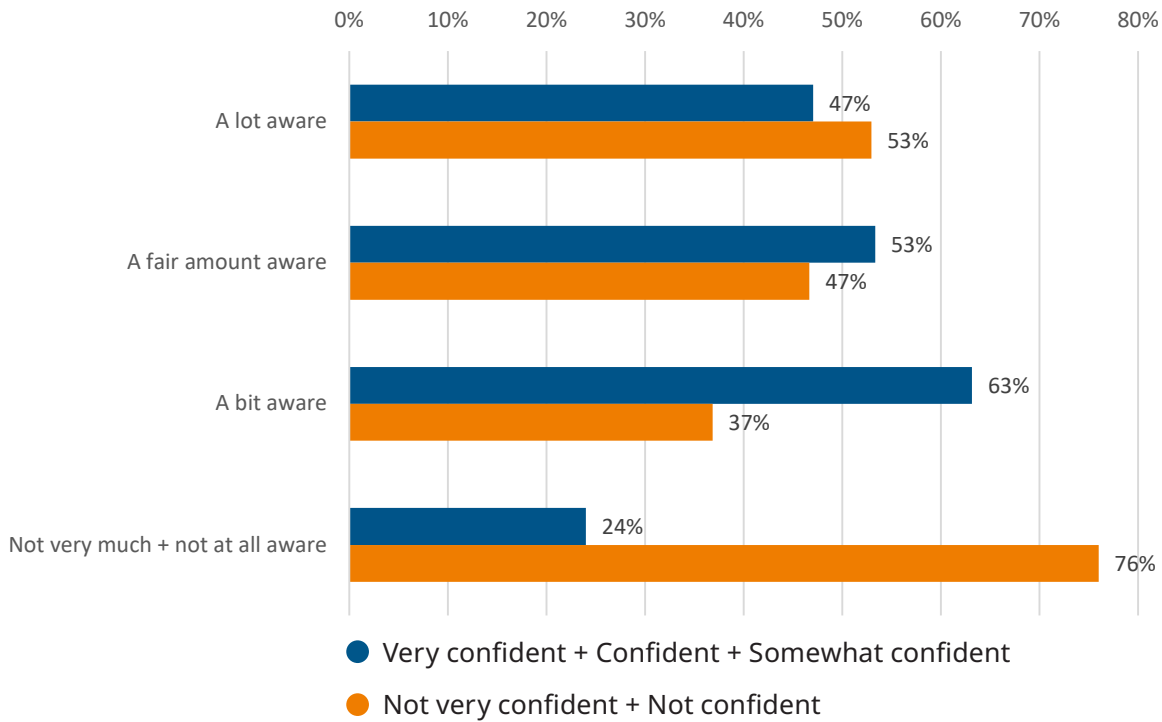
Figure 18: Confidence about approach slowing down a changing climate by ACC (n=983 responses)



The charts below show confidence in this approach, analysed by the levels of awareness and worry about climate change.

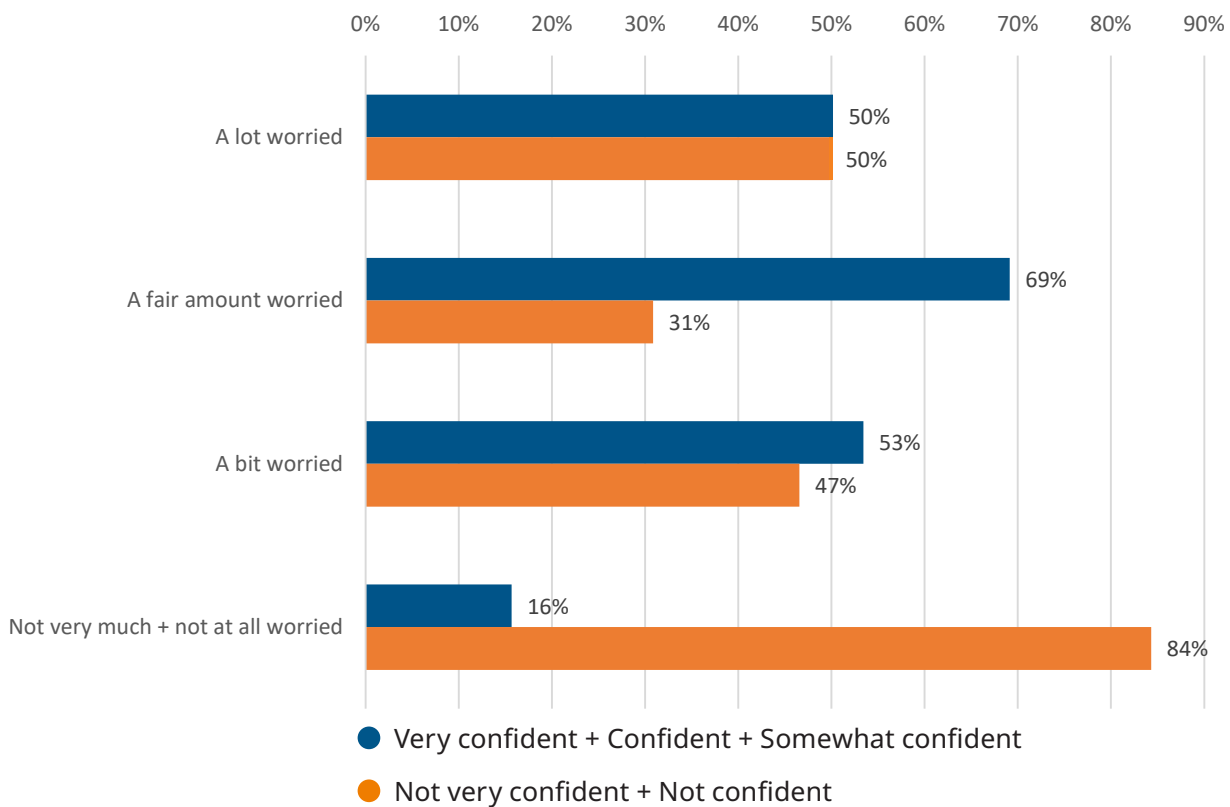
Figure 19 shows that as climate change awareness rises, confidence in our approach being effective reduces. Some 47% of those describing their awareness level as a lot are confident (very confident, confident or somewhat confident), compared to 63% who are a bit aware. However, the small number of people who are least aware (not very much or not at all aware) are least likely to be confident the approach will slow down a changing climate (24%).

Figure 19: Confidence about approach slowing down a changing climate by climate change awareness level (n=1,301 responses)



Those people who are least worried about climate change (not very much or not at all worried) are least likely to be confident the approach will slow down a changing climate (16%).

Figure 20: Confidence about approach slowing down a changing climate by climate change worry level (n=1,268 responses)



Responses from people who say they are a member of a group engaged in environmental activities show they are slightly more likely to be confident the approach will slow down a changing climate (50% say they are very confident, confident or somewhat confident), compared to 47% of those who are not part of a group.

Feedback about the approach to slowing down a changing climate in North Yorkshire

In addition to asking how confident people felt about each of the three approaches, a free text box was provided to allow them to expand on why they felt this way and to provide any suggestions they felt would improve the approach. For slowing down climate change, 1,103 free text responses were received, and common repeating themes identified.

The top five common feedback themes for slowing down a changing climate in North Yorkshire are:

- Public transportation
- Rooftop solar panels (Solar PV)
- Renewable energy
- Electric vehicles
- New housing

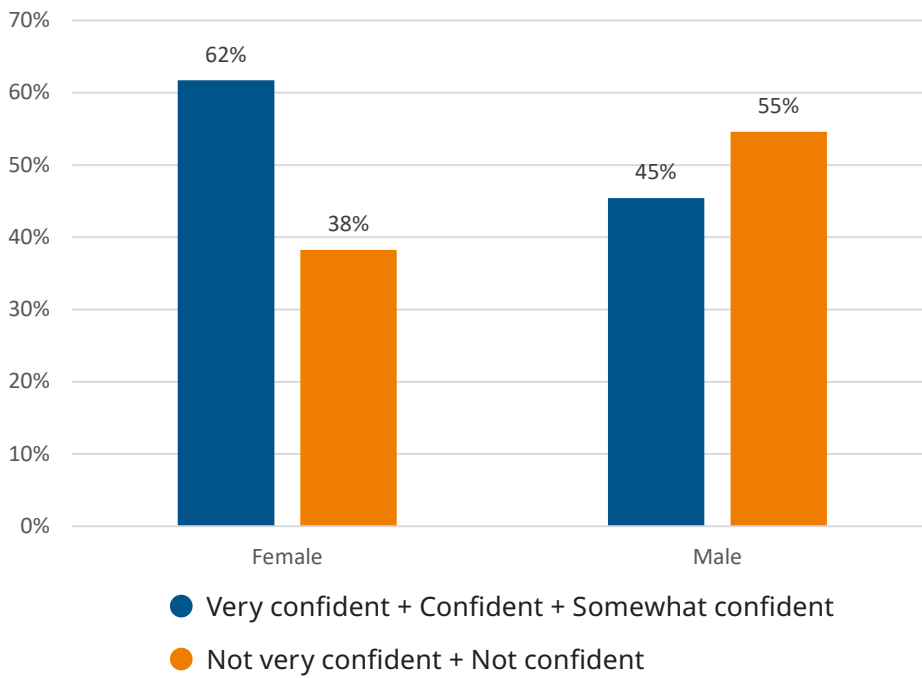
The table below shows example comment feedback for each of the most common themes.

Figure 21: Analysis of comments about slowing down a changing climate by theme

Slowing down climate change in North Yorkshire	Example common feedback
Public transport	<ul style="list-style-type: none"> • Improvements to public transport infrastructure and connectivity to rural locations. • Promote public transport use over private cars. • More cost-effective and frequent public transport services. • Decarbonisation of public transport services.
Rooftop solar panels (Solar PV)	<ul style="list-style-type: none"> • Solar PV on new developments. • Installing Solar PV and other technologies, such as battery storage, on available rooftops such as council buildings. • Barriers to Solar PV such as upfront costs & local constraints.
Renewable energy	<ul style="list-style-type: none"> • Locality-based renewable energy generation where possible. • Implement a range of different renewable energy technologies which are best suited to the location/area. • New developments built to include renewable energy generation.
Electric vehicles	<ul style="list-style-type: none"> • Requirement for good supporting infrastructure such as charging points. • Promote public transport use over just transitioning to private electric vehicles. • Barriers such as high cost and rural areas. Environmental impacts.
New housing	<ul style="list-style-type: none"> • High energy efficiency new build properties that incorporate Solar PV, air and ground source heat pump and other measures such as insulation/ rain-water collection/double-glazing. • Link new developments to support infrastructure such as public transport. • New development supporting nature and biodiversity.

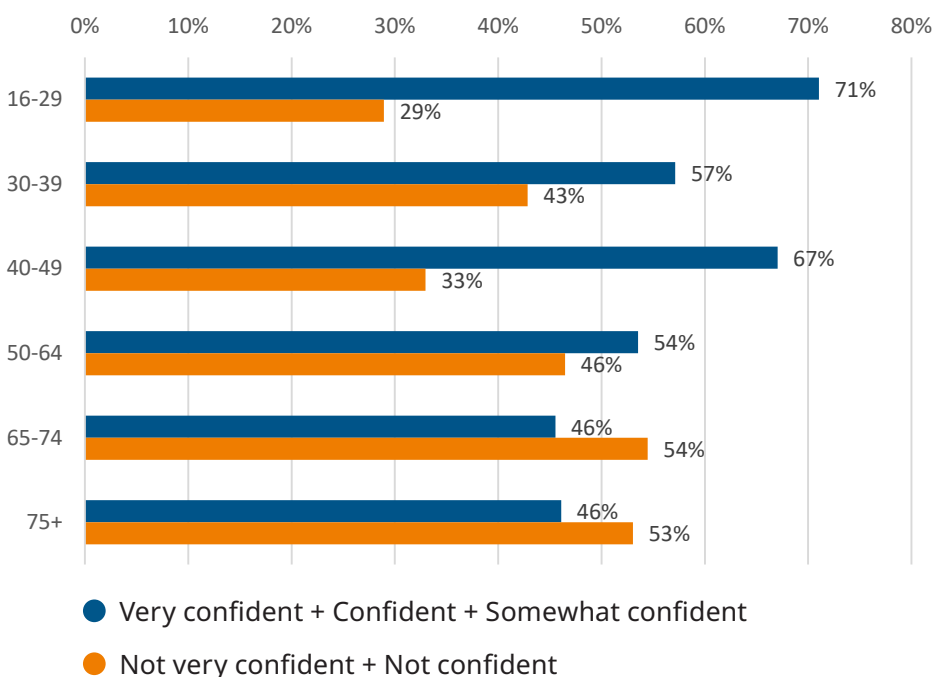
All the feedback received contains important information as a whole, with the common theme approach used to highlight the most common areas residents feel are important with respect to slowing down climate change in North Yorkshire. The word cloud below shows the range of themes, with colours used to make identifying each theme easier.

Figure 24: Confidence about approach preparing for a changing climate by gender (n=824 responses)



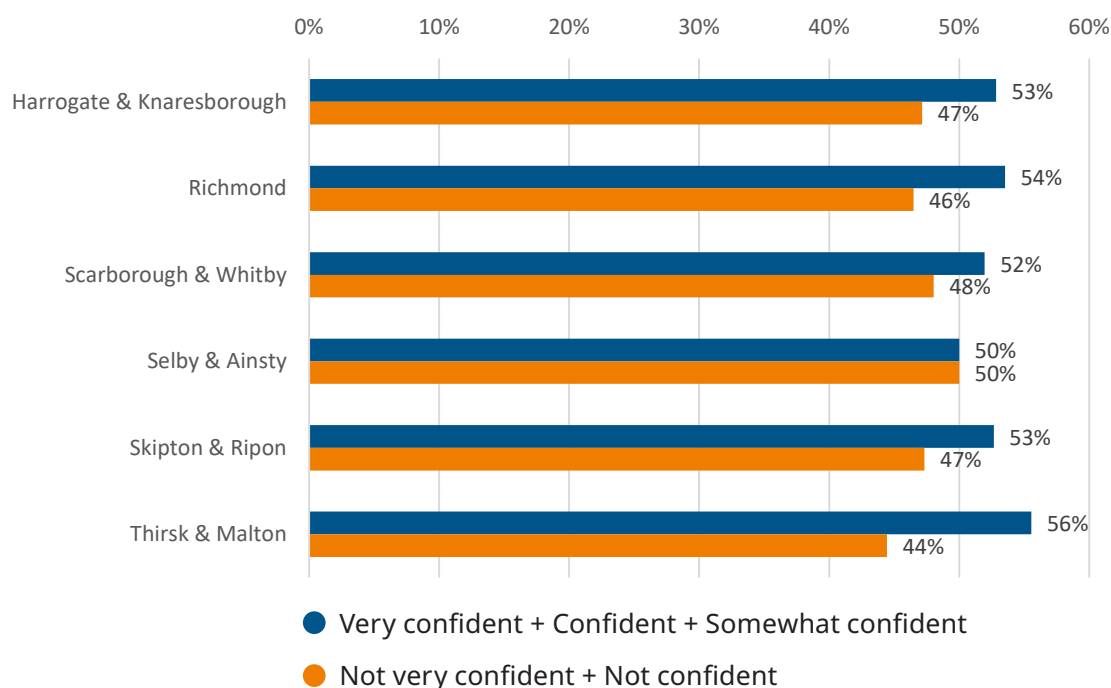
The chart below shows responses from the youngest age group, aged 16 to 29, are most likely to be very confident, confident, or somewhat confident this approach will help to prepare for a changing climate (71%). The oldest age groups, aged 65 to 74 and 75 and over, are the least likely to be confident this approach will do this (both 46%).

Figure 25: Confidence about approach preparing for a changing climate by age (n=907 responses)



The chart below shows some differences in the levels of confidence about whether the approach will help to prepare for a changing climate in North Yorkshire. In Thirsk & Malton 56% of people say they are very confident, confident or somewhat confident the approach will help to prepare for climate change, while in Selby & Ainsty 50% of people have this level of confidence.

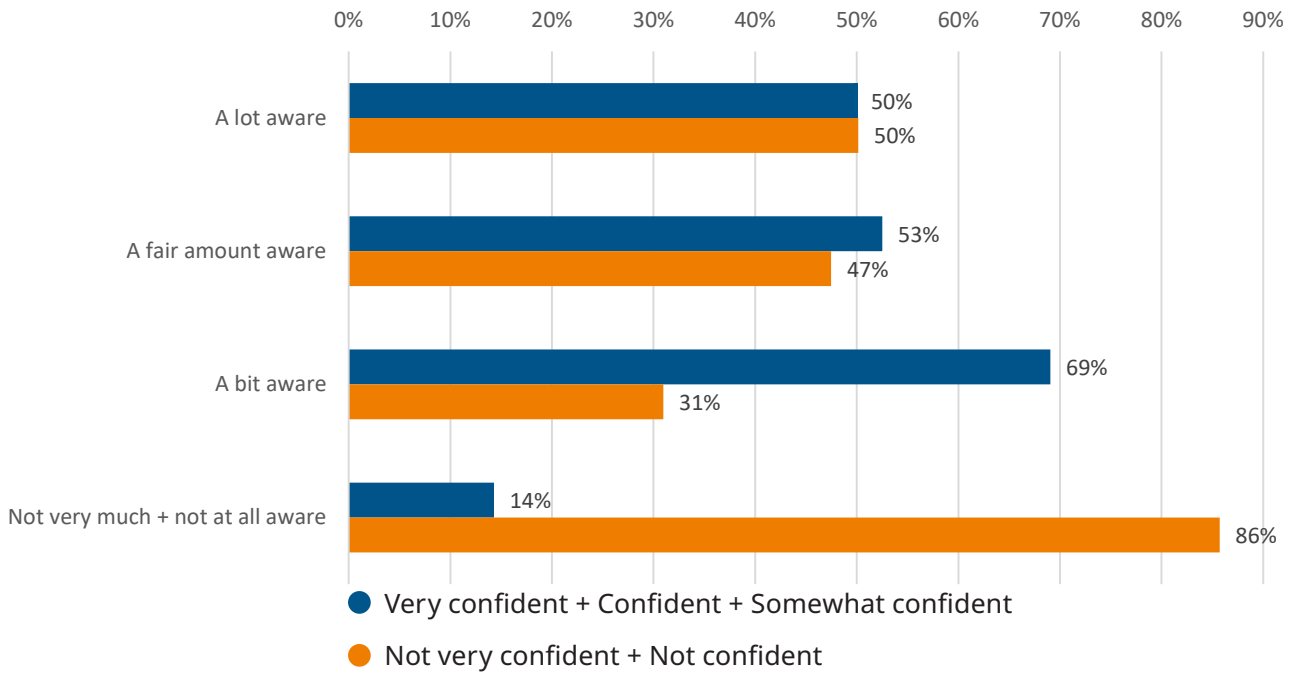
Figure 26: Confidence about approach preparing for a changing climate by area (ACC) (n=850 responses)



The charts below show confidence in this approach, analysed by the levels of awareness and worry about climate change.

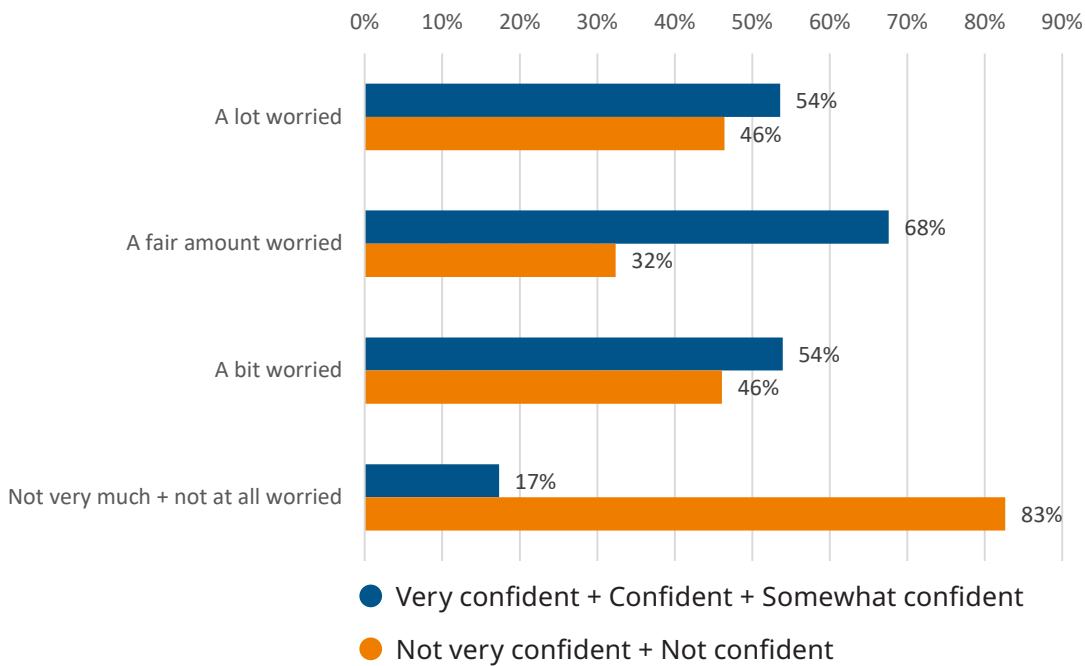
Figure 27 shows that as climate change awareness rises, confidence in our approach being effective reduces. Half (50%) of those describing their awareness as a lot are very confident, confident or somewhat confident in the approach, compared to 69% who are a bit aware. However, the small number of people who are not very much or not at all aware are least likely to be confident the approach will help to prepare for a changing climate (14%).

Figure 27: Confidence about approach preparing for a changing climate by climate change awareness level (n=1,138 responses)



Those who are least worried about climate change are less likely to be confident the approach will help to prepare for a changing climate (17%).

Figure 28: Confidence about approach preparing for a changing climate by climate change worry level (n=1,127 responses)



Responses from people who say they are a member of a group engaged in environmental activities show they are slightly more likely to be confident the approach will help to prepare for a changing climate (52% say they are very confident, confident or somewhat confident), compared to 48% of those who are not part of a group.

Feedback about the approach helping to prepare for a changing climate in North Yorkshire

In addition to asking how confident people felt about each of the approaches, a free text box was provided to allow them to expand on why they felt this way and provide any suggestions they felt would improve this approach. A total of 822 free text responses were received, and common repeating themes identified from the responses.

The top five common feedback themes for helping to prepare for climate change in North Yorkshire are:

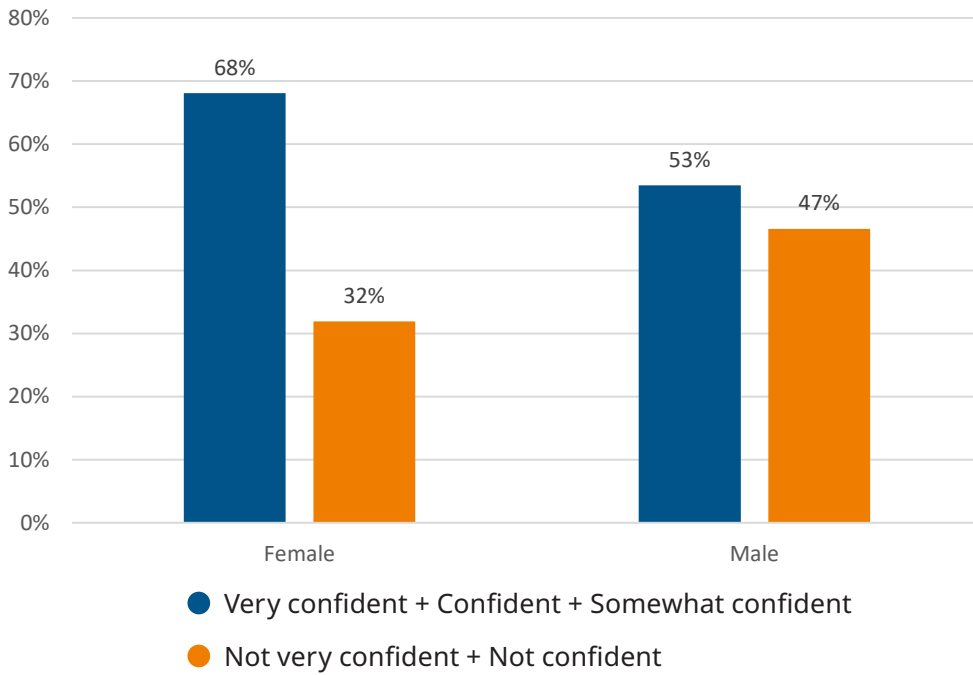
- New housing
- Public transport
- Council buildings
- Rooftop solar panels (Solar PV)
- Climate adaptation

The table below shows feedback examples for each of the most common themes.

Figure 29: Analysis of comments about helping to prepare for a changing climate by theme

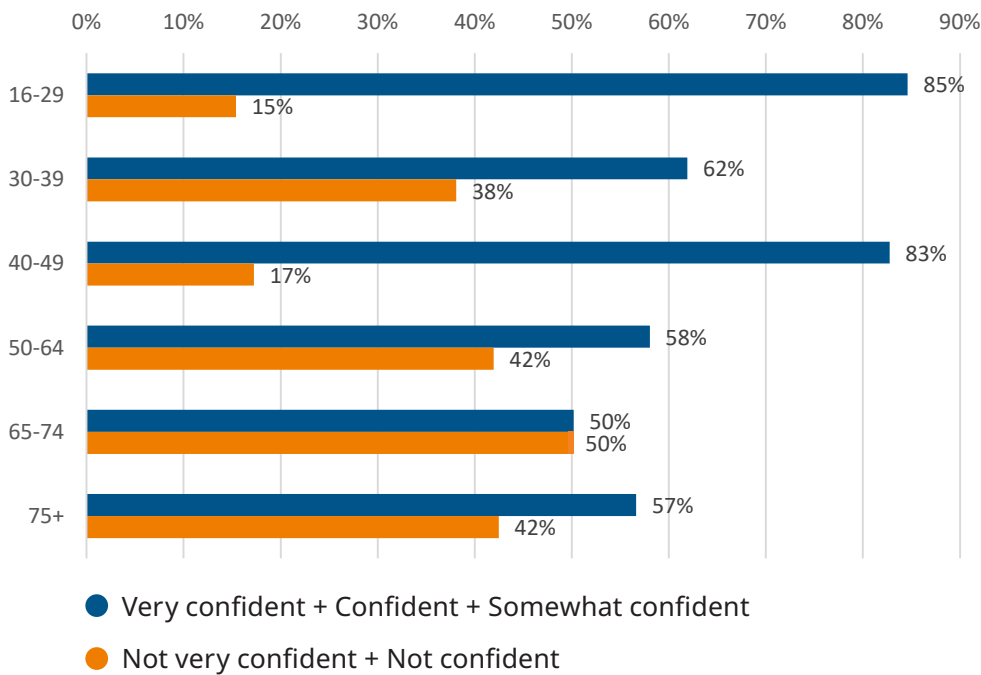
Helping prepare for climate change in North Yorkshire (adaptation)	Example common feedback
New housing	<ul style="list-style-type: none"> • Need for high energy-efficient build standards as standard. • Climate adaptation considerations being included as standard for new developments, such as drainage. • The utilisation of green heating technologies such as ground and air-source heating systems.
Public transport	<ul style="list-style-type: none"> • Improvements and electrification to North Yorkshire’s public transport system. • Current barriers to accessing public transport such as frequency and rural locations.
Council buildings	<ul style="list-style-type: none"> • Decarbonising council buildings. • The funding approach and overall cost for decarbonising public sector buildings.
Rooftop solar panels (Solar PV)	<ul style="list-style-type: none"> • Encourage new developments to have Solar PV type systems installed as standard. • Barriers to installing Solar PV systems such as cost. • Installing Solar PV on public buildings.
Climate adaptation	<ul style="list-style-type: none"> • Fast and effective implementation of a climate adaptation action plan as soon as possible.

Figure 32: Confidence about approach helping nature to help us by gender (n=795 responses)



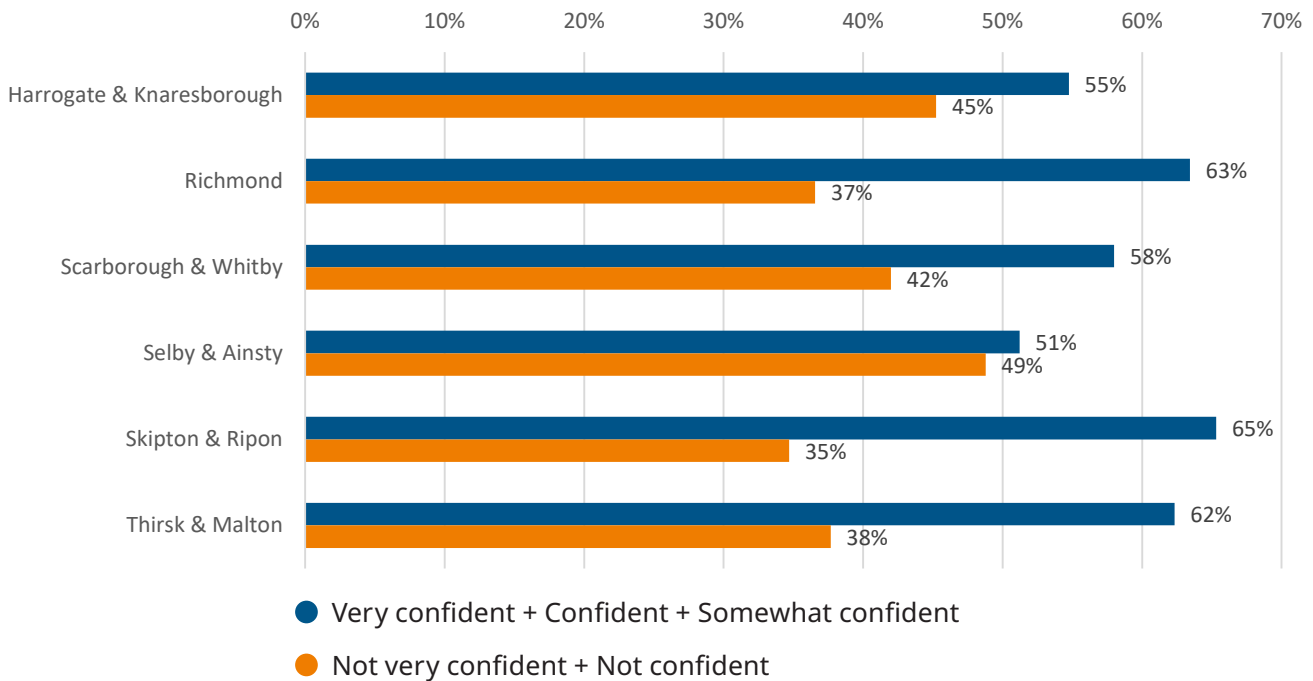
The chart below shows responses from the youngest age group, aged 16 to 29, are most likely to be very confident, confident, or somewhat confident this approach will help (85%).

Figure 33: Confidence about approach helping nature to help us by age (n=869 responses)



The chart below shows some differences by area in the levels of confidence about whether the approach will help nature to help us in North Yorkshire. People from Skipton & Ripon (65%), Richmond (63%) and Thirsk & Malton (62%) are more likely to say they are very confident, confident or somewhat confident the approach will help nature to help us. In Selby & Ainsty, 51% of people have these levels of confidence.

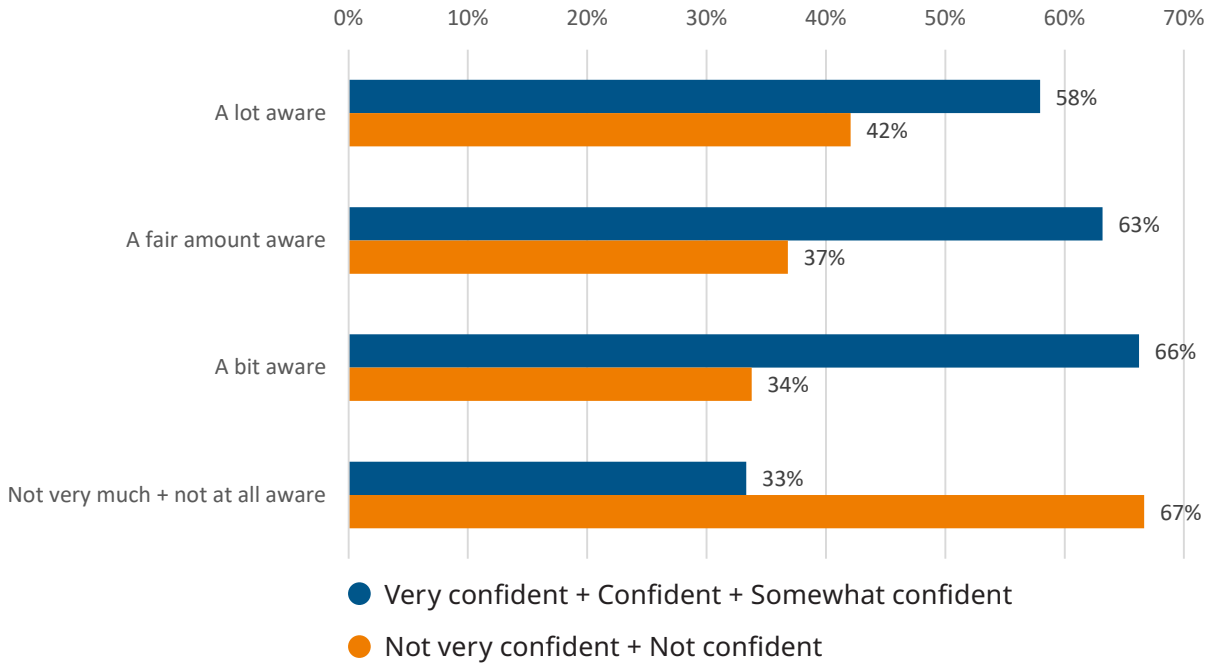
Figure 34: Confidence about approach helping nature to help us by ACC (n=820 responses)



The charts below show confidence in this approach, analysed by the levels of awareness and worry about climate change.

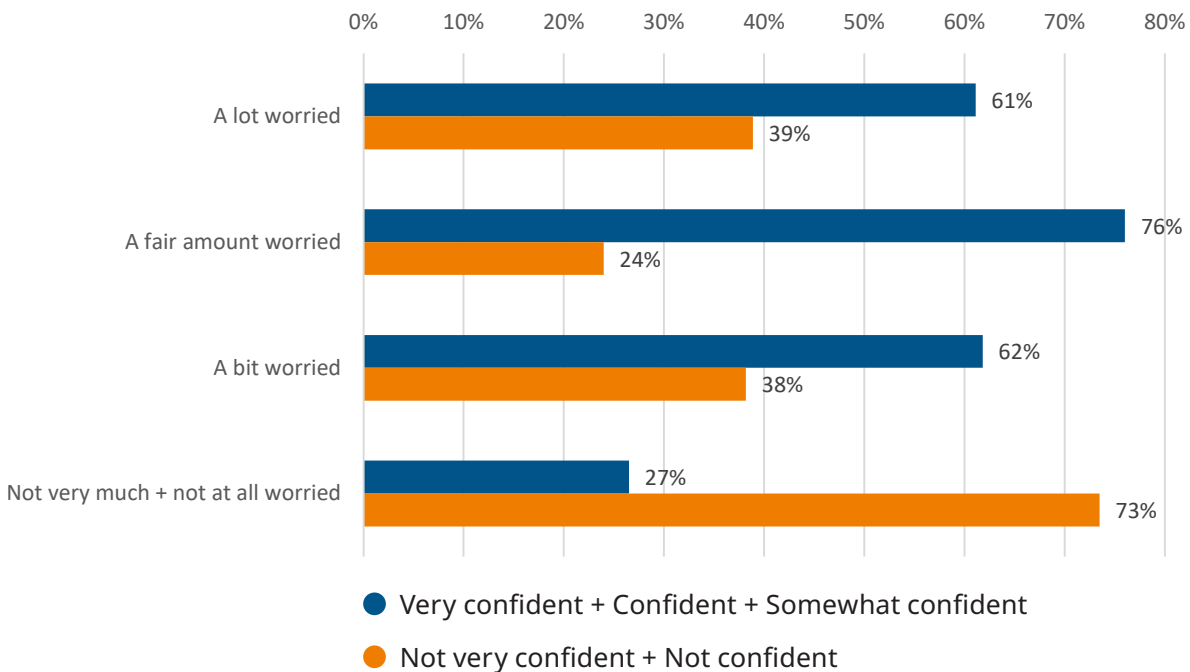
Figure 35 shows that as climate change awareness rises, confidence in our approach being effective reduces. Some 58% of those describing their awareness as a lot are very confident, confident or somewhat confident in the approach, compared to 66% who are a bit aware. However, the small number of people who are not very much or not at all aware are least likely to be confident the approach will help nature to help us (33%).

Figure 35: Confidence about approach helping nature to help us by climate change awareness level (n=1,092 responses)



Those who are least worried about climate change are less likely to be confident the approach will help nature to help us (27%).

Figure 36: Confidence about approach helping nature to help us by climate change worry level (n=1,083 responses)



Responses from people who say they are a member of a group engaged in environmental activities show they are slightly more likely to be confident the approach will help to prepare for a changing climate (61% say they are very confident, confident, or somewhat confident), compared to 58% of those who are not part of a group.

Feedback about the approach for helping nature to help us in North Yorkshire

In addition to asking how confident people felt about the approach for helping nature to help us in North Yorkshire, a free text box was provided to allow them to expand on why they felt this way and provide any suggestions they felt would improve this approach. Some 773 free text responses were received, and common repeating themes identified from the responses.

The top five common feedback themes for helping nature to help us in North Yorkshire are:

- Tree planting
- Green spaces
- New housing
- Help nature
- Supporting nature

The table below shows example feedback for each of the most common themes.

Figure 37: Analysis of comments about helping nature to help us by theme

Helping nature to help us in North Yorkshire (nature)	Example common feedback
Tree planting	<ul style="list-style-type: none"> • Increase tree planting and hedgerow conservation. • Need for diversity in the tree species planted. • Finding the right balance between land used for tree planting and other applications such as agriculture.
Green space	<ul style="list-style-type: none"> • Prioritise the environment and green spaces. • The planning system, new housing developments and green spaces. • Allocation of non-green land for new developments.
New housing	<ul style="list-style-type: none"> • New housing takes climate change adaptation effects into account. • The planning system and development allocations in relation to green spaces. • New developments with nature at its focus.
Help nature	<ul style="list-style-type: none"> • Rewilding of grass verges and other areas to support pollinators. • Improvements in agriculture and education to support nature. • Nature-based solutions to adapt to flooding and other climate change effects.
Supporting nature	<ul style="list-style-type: none"> • Detail on how marine environments will be supported. • Need to highlight the value of nature in its own right, and the opportunities across North Yorkshire. • The balance between economic growth and supporting nature, how will it work in practice. • The need to have an integrated approach on the subject.

The word cloud below shows the range of common themes, with colours used to make identifying each theme easier.

Figure 38: Word cloud showing most common helping nature to help us comment themes



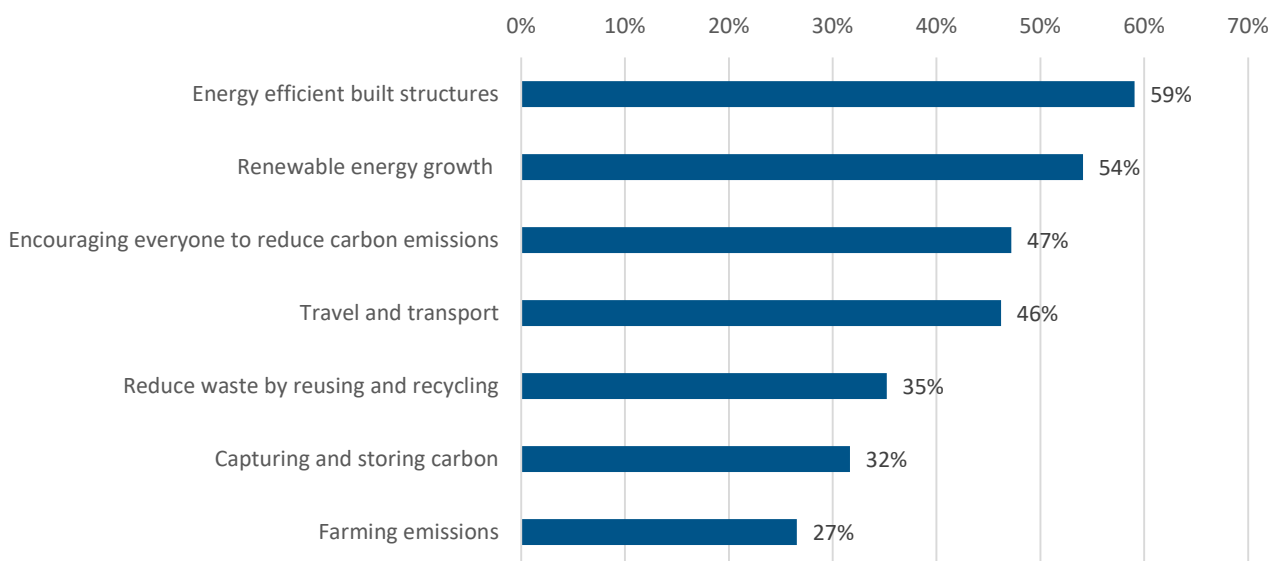
3.5 Priorities for key actions

People were asked how they would prioritise key actions, and the following are most commonly ranked in the top three priorities:

1. Energy efficient built structures (ranked as a top three priority in 59% of responses)
2. Renewable energy growth (54%)
3. Encouraging everyone to reduce carbon emissions (47%)
4. Travel and transport (46%)
5. Reduce waste (35%)

The chart below shows the proportion of responses placing each action in the top three priorities for the council.

Figure 39: Top 3 priority key actions (n=1,307 responses)



The table below shows the highest priorities based on the proportion of responses placing each action as a top three priority for each area within North Yorkshire. Response are ranked in order of popularity, with a rank of 1 being the most common action and 7 the least common.

Energy efficient buildings are ranked as the highest priority for all ACCs apart from Scarborough & Whitby where this ranks second.

Farming emissions are ranked as the lowest priority in Harrogate & Knaresborough, Scarborough & Whitby, and Selby & Ainsty, but they are given a higher priority in Skipton & Ripon and Thirsk & Malton (ranked fifth) and Richmond (ranked sixth).

Figure 40: Highest priorities for key actions for each ACC

Top 3 priority (all survey ranking: responses)	Harrogate & Knaresborough (n=183)	Richmond (n=156)	Scarborough & Whitby (n=114)	Selby & Ainsty (n=94)	Skipton & Ripon (n=172)	Thirsk & Malton (n=178)
	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)	% (rank)
Energy efficient built structures (1)	57% (1)	63% (1)	53% (2)	59% (1)	58% (1)	63% (1)
Renewable energy growth (2)	54% (2)	59% (2)	58% (1)	50% (3)	54% (2=)	53% (2)
Encouraging everyone to reduce carbon emissions (3)	45% (4)	47% (3)	40% (5)	51% (2)	54% (2=)	46% (3)
Travel and transport (4)	53% (3)	46% (4)	46% (3)	47% (4)	44% (4)	43% (4)
Reduce waste by reusing and recycling (5)	31% (6)	35% (5)	44% (4)	46% (5)	30% (6)	31% (6)
Capturing and storing carbon (6)	34% (5)	22% (7)	34% (6)	28% (6)	29% (7)	31% (7)
Farming emissions (7)	26% (7)	28% (6)	25% (7)	20% (7)	31% (5)	33% (5)

3.6 How do you think we can best work with our partners and the community to tackle climate change in North Yorkshire?

People were asked to provide feedback on how we can best work with our partners and community to tackle climate change in North Yorkshire. We received 935 detailed free text comments and the top five common feedback themes for working with partners and the community in North Yorkshire are:

- Public transport
- Renewable energy
- Rooftop solar panels (Solar PV)
- New housing
- Energy efficiency

The table below shows example feedback for each of the most common themes.

Figure 41: Analysis of comments on working with partners and community by theme

Community and Partnerships to help tackle climate change	Example common feedback
Public transport	<ul style="list-style-type: none"> • Supporting uptake of public transport, working collaboratively with partners to achieve this. • Ensuring public transport is the low cost, best option. • General improvements to public transport.
Renewable energy	<ul style="list-style-type: none"> • Collaboration to support and enable renewable energy projects. • New developments and renewable energy technologies. Make it more accessible. • New NYC developments to incorporate renewables as standard.
Rooftop solar panels (Solar PV)	<ul style="list-style-type: none"> • Support the rollout of Solar PV on all available rooftops. • Install on Council builds and help foster a supportive culture for installing Solar PV. Provide grants to support installations. • Planning system with regards to Solar PV.
New housing	<ul style="list-style-type: none"> • Support improved building standards in relation to the planning system. • Work collaboratively to ensure new developments have good connections to public transport infrastructure.
Energy efficiency	<ul style="list-style-type: none"> • Lead by example and reduce NYC's energy usage. Provide energy-efficiency grants to support retro-fit. • Work collaboratively with parish and ground-up organisations to provide training and knowledge sharing. • Support upskilling and workforce training.

3.9 Using the data and information collected to inform climate change actions

The responses to questions on North Yorkshire Council's draft climate change plan and more general comments on climate change highlight that it is a key issue facing North Yorkshire as a whole.

A range of strong themes ran across all the feedback received from barriers around public transport, the need for renewable energy generation, new developments and building standards, rooftop solar panels, more tree planting and putting the natural environment at the centre of development and restoration.

The feedback responses through both Let's Talk Climate Change and the young person's climate change survey have been used to identify any gaps in the draft version of the climate change strategy and, as we advance, will support the development of the climate change action plan, allowing for area specific feedback to be incorporated.

This report and detailed analysis of the results, including the findings for individual ACCs, will be shared with the council's 90 elected members via presentations and briefings.

The information will be used for:

- the development of the finalised North Yorkshire Council Climate Change Strategy
- identifying and developing area specific climate change projects and actions
- the development of the North Yorkshire Council Climate Change Adaption Action Plan

High-level feedback will be made available on the Commonplace platform to provide feedback to people who took part in the surveys.



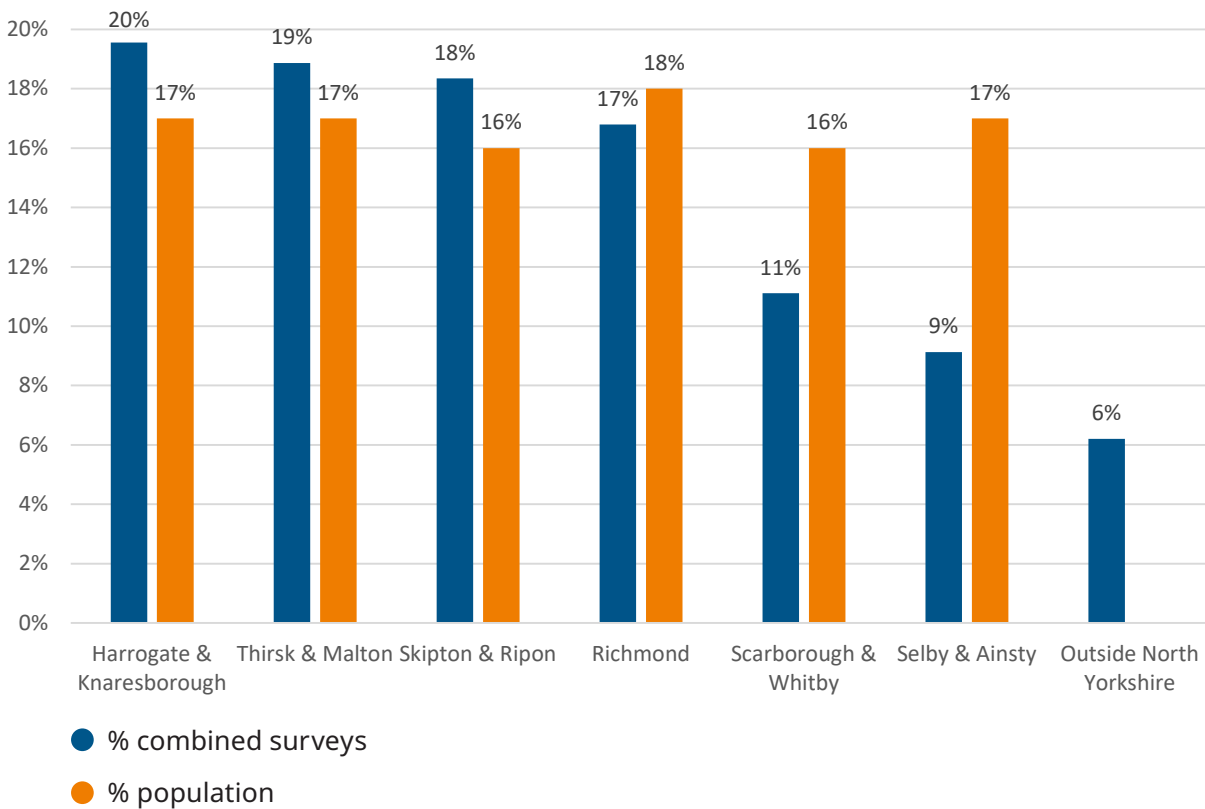
4.0 Let’s Talk Climate Change Survey and Young Person’s Survey response characteristics

This section of the report provides demographic information about the combined sample of responses received to the surveys and includes comparisons with the wider population within North Yorkshire.

4.1 Geographical area – Area Constituency Committee (ACC)

People were asked for details of their postcodes in each of the surveys, and this information was used to identify the Area Constituency Committee (ACC) in which they live. The chart below compares the distribution of responses with the breakdown of population (age 16+) by ACC across North Yorkshire.

Figure 45: Combined response samples and population by ACC (n=1,161 responses)



The proportions of responses from Harrogate & Knaresborough, Thirsk & Malton, Skipton & Ripon, and Richmond are broadly in line with their respective populations. Scarborough & Whitby and Selby & Ainsty are underrepresented.

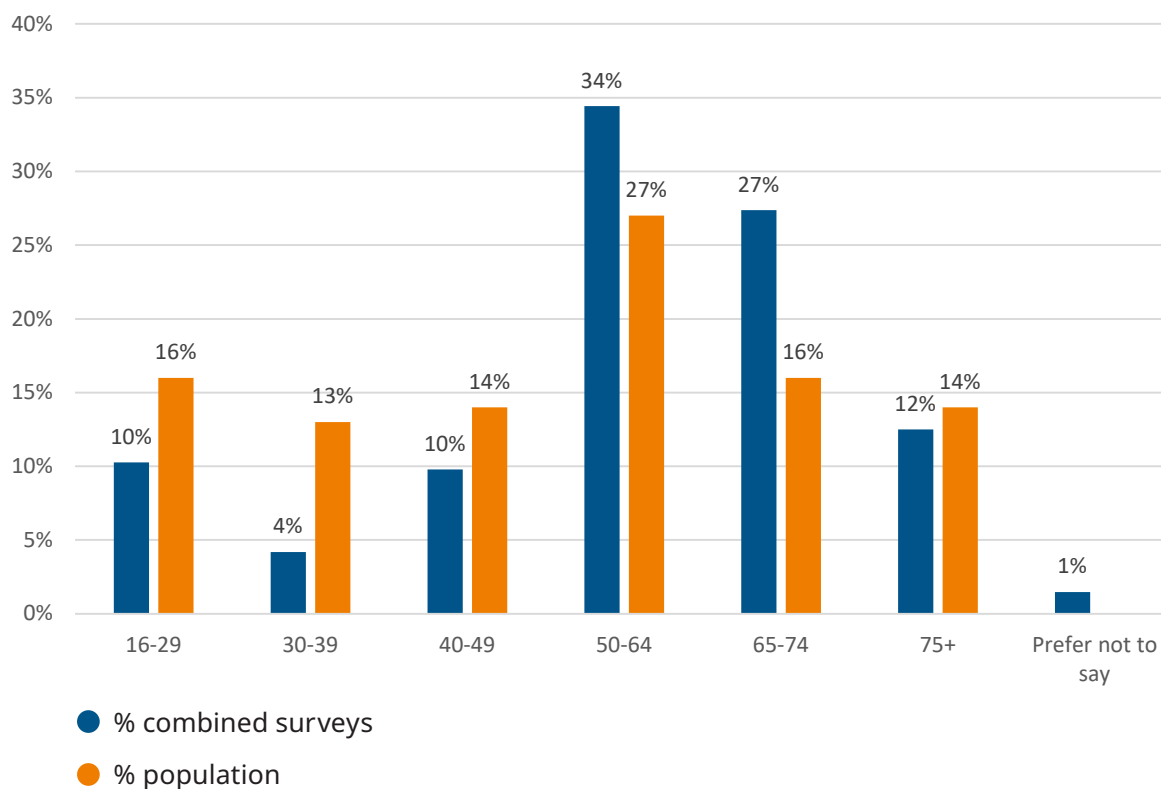
In addition, 6% of the responses are from people living outside North Yorkshire (usually in places bordering the county).

The locations of a further 619 responses are unknown because this information was not provided or was incomplete.

4.2 Age group

The chart below compares the distribution of responses with the breakdown of population (age 16+) by age group across North Yorkshire.

Figure 46: Combined response samples and population by age group (n=1,217 responses)



People in the 50 to 64 and 65 to 74 years age groups make up the highest proportions of responses (34% and 27% respectively), and these are much higher than the population of North Yorkshire for these age groupings (27% and 16% respectively). The 16 to 29 and 30 to 39 age group are underrepresented, making up a combined total of 14% of responses and 29% of the population; this is despite targeting the younger age groups in the campaign and running a separate survey targeted at those who are under 25 years of age. Again, a significant number of people (563) did not provide details of their age.

4.3 Gender

There are similar numbers of people identifying as female (48%) and male (48%), with 2% preferring not to say and 3% describing themselves in another way. In total, 1,108 responded to the question about gender across the surveys.

ONS 2021 Census data shows 51% of the total population (all ages) in North Yorkshire are female and 49% are male.

Appendix 1: Let's Talk Climate Change tables of results

The data tables below show the overall survey results for each response option in the Let's Talk Climate Change Survey.

How aware are you of climate change?

Awareness level	Responses	Survey Result
A lot	798	57%
A fair amount	471	34%
A bit	100	7%
Not very much	18	1%
Not at all	13	1%
Combined a lot + a fair amount responses	1269	91%
Combined not very much + not at all responses	31	2%
Total responses	1400	
No response	131	

How worried are you about climate change?

Awareness level	Responses	Survey Result
A lot	672	50%
A fair amount	323	24%
A bit	143	11%
Not very much	85	6%
Not at all	134	10%
Combined a lot + a fair amount responses	995	73%
Combined not very much + not at all responses	219	16%
Total responses	1357	
No response	174	

What actions have you taken to tackle climate change?

Actions	Responses	Survey Result
Recycling	1202	89%
Reduced energy consumption	1077	80%
Reducing waste	1065	79%
Home energy improvements facilities	827	61%
More walking & cycling	740	55%
Changed diet	580	43%
More use of public transport	443	33%
Community activity	395	29%
Installing renewable energy broadband	313	23%
Electric vehicles	200	15%
Total responses	1354	
No response	177	

How confident do you feel this approach will help slow down a changing climate in North Yorkshire?

Level of confidence	Responses	Survey Result
Very confident	27	2%
Confident	158	11%
Somewhat confident	514	37%
Not very confident	388	28%
Not confident	301	22%
Combined very confident + confident + somewhat confident	699	50%
Combined not very confident + not confident	689	50%
Total responses	1388	
No response	143	

How confident do you feel this approach will help prepare for a changing climate in North Yorkshire?

Level of confidence	Responses	Survey Result
Very confident	15	1%
Confident	157	13%
Somewhat confident	448	38%
Not very confident	343	29%
Not confident	231	19%
Combined very confident + confident + somewhat confident	620	52%
Combined not very confident + not confident	574	48%
Total responses	1194	
No response	337	

How confident do you feel this approach will help nature to help us in North Yorkshire?

Level of confidence	Responses	Survey Result
Very confident	34	3%
Confident	222	19%
Somewhat confident	426	37%
Not very confident	277	24%
Not confident	182	16%
Combined very confident + confident + somewhat confident	682	60%
Combined not very confident + not confident	459	40%
Total responses	1141	
No response	390	

How would you prioritise our key actions?

Key actions	Responses ranking as top 3 priority	% ranking as top 3 priority
Energy efficient built structures	772	59%
Renewable growth energy	707	54%
Encouraging everyone to reduce carbon emissions	617	47%
Travel and transport	604	46%
Reduce waste by reusing and recycling	460	35%
Capturing and storing carbon	414	32%
Farming emissions	347	27%
Total responses	1307	
No response	224	

Appendix 2: Young Person's Climate Change Survey tables of results

The data tables below show the overall survey results for each response option in the Young Person's Climate Change Survey.

How concerned are you about climate change?

Concern level	Responses	Survey Result
Extremely concerned	89	38%
Quite concerned	71	30%
Somewhat concerned	40	17%
Slightly concerned	20	8%
Not at all concerned	17	7%
Combined quite + somewhat + slightly concerned responses	131	55%
Total responses	237	
No response	12	

What concerns you about climate change? (multiple options possible)

Concerns	Responses	Survey Result
Deforestation	190	83%
Landfills	160	70%
Emissions	159	69%
Plastics	150	65%
Fossil fuels	149	65%
End of the world	117	51%
Transport	108	47%
Recycling	72	31%
Not concerned	14	6%
Total responses	230	
No response	19	

What things do you and your family do to help reduce your impact on climate change? (multiple options possible)

Actions	Responses	Survey Result
Recycle	215	90%
Reuse	202	69%
Reduce waste	142	59%
Shop for second hand clothes	116	48%
Active travel	106	44%
Reduce meat consumption	81	34%
Have solar panels	29	12%
Nothing	12	59%
Other things not listed	88	37%
Total responses	240	
No response	9	

Appendix 3: Let's Talk Climate Change sample demographics

The tables below show details of the demographic information collected from people responding to the Let's Talk Climate Change Survey.

This information has been used to determine the extent to which the sample is representative of the wider North Yorkshire population and to analyse the views of different demographic groups.

Demographic categories marked with an asterisk have not been analysed. This is usually because of the small sample size and because the category may not be meaningful for analysis (such as other).

Area (Area Constituency Committee) (based on postcode)

Area	Responses	% sample
Harrogate & Knaresborough	218	21%
Thirsk & Malton	201	19%
Skipton & Ripon	192	18%
Richmond	178	17%
Scarborough & Whitby	122	11%
Selby & Ainsty	102	10%
Outside North Yorkshire*	50	5%
Total response	1063	100%
No response	468	

What is your age group?

Age group	Responses	% sample
16-29	44	4%
30-39	48	4%
40-49	116	10%
50-64	412	37%
65-74	329	30%
75+	151	14%
Prefer not to say*	11	1%
Total response	1111	100%
No response	420	

Are you? (Gender)

Gender	Responses	% sample
Female	468	47%
Male	499	50%
I describe myself in another way*	12	1%
Prefer not to say*	23	2%
Total response	1002	100%
No response	529	

What is your employment status? (multiple response options possible)*

Employment status	Responses	% sample
Retired	552	50%
Working full-time	298	27%
Working part-time	136	12%
Self-employed	112	10%
Other	42	4%
Part-time carer	17	2%
Student	15	1%
Unemployed	13	1%
Zero-hour contract	9	1%
Full-time carer	5	<1%
Apprenticeship/training	3	<1%
Total responses	1106	100%
No response	425	

Are you a member of a group involved in any environmentally friendly activities?

	Responses	% sample
Yes	558	48%
No	577	49%
Unsure*	37	3%
Total responses	1172	
No response	359	

Appendix 4: Young Person's Climate Change Survey sample demographics

The tables below show details of some of the demographic information collected from people responding to the Young Person's Climate Change Survey.

Area (Area Constituency Committee) (based on postcode)

Area	Responses	% sample
Harrogate & Knaresborough	9	9%
Richmond	17	17%
Scarborough & Whitby	7	7%
Selby & Ainsty	4	4%
Skipton & Ripon	21	21%
Thirsk & Malton	18	18%
Outside North Yorkshire	22	22%
Total response	98	100%
No response	151	

What is your age group?

Age group	Responses	% sample
16-29	81	76%
30 or over	18	17%
Prefer not to say	7	7%
Total response	106	100%
No response	143	

Are you? (Gender)

Gender	Responses	% sample
Female	59	56%
Male	33	31%
I describe myself in another way	9	8%
Prefer not to say	5	5%
Total response	106	100%
No response	143	



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