

Tell us what you think

CITY CENTRE NIGHT- TIME ECONOMY 2024

Results from Insight@hullcc.gov.uk

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About this survey

The City Centre Night-time Economy Survey ran from 8 July – 30 September 2024.

The survey was distributed via a number of electronic channels and social media, was published on the Yoursay website, and was highlighted to members of the People's Panel.

Overall, 956 respondents have completed this survey. This is a valid sample that provides a **confidence level of 95% with a confidence interval (margin of error) of approximately 3.16%**, which is within the corporate standard of a maximum confidence interval of 5%.

This survey, and its results, meet the [Corporate Standards for Research and Consultation](#).

Respondent Characteristics

Q. Which of the following age ranges are you in?

Under 16	0.1%
16 - 24	7.2%
25 - 34	14.7%
35 - 44	20.4%
45 - 54	18.3%
55 - 64	22.4%
65 - 74	13.6%
75+	3.4%

Q. Which of the following best describes you?

Male / Man	39.4%
Female / Woman	59.1%
FTM	0.3%
MTF	0.2%
Gender fluid	0.1%
Non-binary	0.4%
I describe myself another way	0.4%

Q. Which of the following best describes your ethnic background?

White - British / English / Welsh / Scottish / Northern Irish	93.4%
Other white	3.3%
Black / Black British	0.3%
Asian / Asian British	1.0%
Mixed / Multiple ethnicities	1.0%
Arab	0.0%
Other (please state)	1.1%

Q. Are your day-to-day activities more difficult because of an illness or impairment?

Yes, a little	16.1%
Yes, a lot	9.7%
No	74.3%

City Centre Night-time Economy 2024

Q. Which of the following describes you?

I am a resident of the city centre	8.1%
I am a local resident (not city centre)	80.5%
I am the owner of a business in the city centre that operates in the evening / at night	0.6%
I work / volunteer in the city centre	21.6%
I attend education / classes in the city centre	1.9%
I am a visitor to the city	6.4%
None of these	1.8%
Other (please state)	1.7%

Q. How frequently have you visited the city centre in the last year, at the following times?

	Daily	Weekly	Fortnightly	At least once a month	Every few months	Less frequently	Rarely / Never
During the day on weekdays	24.2%	21.4%	7.7%	13.7%	16.4%	8.5%	8.1%
In the evening / at night on weekdays	6.2%	12.2%	5.9%	14.5%	18.5%	19.6%	23.1%
During the day on weekends	7.9%	15.2%	12.9%	23.6%	19.9%	10.7%	9.8%
In the evening / at night on weekends	5.0%	9.2%	8.4%	15.8%	22.2%	18.1%	21.3%

Q. And which of these areas of the city centre have you visited in the last year, at the following times? **(Those who said they have visited the city centre every few months or more)**

	St Stephens / Interchange	New Town	Old Town	Marina / Pier / Humber Street	None of these
During the day on weekdays	74.9%	59.2%	57.3%	39.7%	3.4%
In the evening / at night on weekdays	50.9%	48.2%	57.1%	45.2%	8.2%
During the day on weekends	74.6%	59.9%	62.3%	59.2%	2.0%
In the evening / at night on weekends	42.2%	54.0%	76.5%	61.7%	2.8%

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Q. Why have you visited the city centre, in the evening / at night, in the last year? (Those who said they have visited the city centre in the evenings / at night)

To visit restaurants	69.8%
To visit pubs and bars	76.0%
To visit the cinema	45.2%
To visit the theatre	43.2%
To attend concerts / events	50.8%
To attend comedy nights	13.7%
To go shopping	49.9%
Exercise / visit gym etc.	5.3%
To pass through on my way to somewhere else	36.5%
Attend classes / education	3.1%
Use the interchange	48.9%
Big events / festivals	24.9%
To go to work/ volunteering	33.0%
For business	5.8%
Other (please tell us below)	4.7%

Q. You said you didn't visit the city centre very often, or rarely in the evening / at night in the last year. Why is that? (Those who said they have not visited the city centre in the evenings / at night)

Nothing in particular	8.1%
I'm not interested in any of the facilities or entertainment on offer	23.6%
I don't know what facilities or entertainment are on offer	6.7%
I don't know my way around	0.3%
It's not easy for me to get around etc.	5.1%
I don't go out in the evenings	21.2%
Parking problems (including lack of spaces or the cost of parking)	15.8%
Availability of public transport (including taxis)	17.9%
The city centre is too empty in the evening	24.9%
I don't feel safe in the city centre	63.0%
Other (please state)	9.8%

Q. How safe do you think the city centre is at the following times? (overall responses)

	Not at all safe	2	3	4	Very safe
During the day on weekdays	5.3%	12.4%	30.4%	34.0%	18.0%
In the evening / at night on weekdays	24.2%	32.9%	25.5%	13.3%	4.1%
During the day on weekends	6.3%	15.6%	31.5%	29.8%	16.7%
In the evening / at night on weekends	34.7%	33.5%	18.7%	10.0%	3.1%

Q. How safe do you think the city centre is at the following times? (experience vs perception)

		All Respondents	Respondents Who <u>DO</u> Visit City Centre <u>During Day on Weekdays</u> (Experience)	Respondents Who <u>DO NOT</u> Visit City Centre <u>During Day on Weekdays</u> (Perception)
During the day on weekdays	Not at all safe	5.3%	3.9%	12.1%
	2	12.4%	12.1%	14.0%
	3	30.4%	29.8%	33.1%
	4	34.0%	35.6%	25.5%
	Very safe	18.0%	18.5%	15.3%
			Respondents Who <u>DO</u> Visit City Centre <u>In Evening / At Night on Weekdays</u> (Experience)	Respondents Who <u>DO NOT</u> Visit City Centre <u>In Evening / At Night on Weekdays</u> (Perception)
In the evening / at night on weekdays	Not at all safe	24.2%	16.5%	34.7%
	2	32.9%	34.1%	31.2%
	3	25.5%	29.0%	20.7%
	4	13.3%	14.7%	11.5%
	Very safe	4.1%	5.7%	2.0%

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		All Respondents	Respondents Who <u>DO</u> Visit City Centre <u>During Day on Weekends</u> (Experience)	Respondents Who <u>DO NOT</u> Visit City Centre <u>During Day on Weekends</u> (Perception)
During the day on weekends	Not at all safe	6.3%	4.4%	14.1%
	2	15.6%	13.5%	24.1%
	3	31.5%	31.7%	30.9%
	4	29.8%	31.5%	23.0%
	Very safe	16.7%	18.9%	7.9%
			Respondents Who <u>DO</u> Visit City Centre <u>In Evening / At Night on Weekends</u> (Experience)	Respondents Who <u>DO NOT</u> Visit City Centre <u>In Evening / At Night on Weekends</u> (Perception)
In the evening / at night on weekends	Not at all safe	34.7%	26.6%	47.4%
	2	33.5%	34.0%	32.8%
	3	18.7%	22.4%	13.0%
	4	9.9%	12.8%	5.4%
	Very safe	3.1%	4.2%	1.4%

Q. How much do you agree with the following about Hull city centre in the evening / at night? (Those who said they have visited the city centre in the evening / at night)

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree	Don't know
There is enough police presence	25.8%	39.0%	21.2%	9.2%	2.4%	2.4%
Areas are well lit after dark	9.6%	28.9%	23.2%	33.8%	3.9%	0.8%
It is easy to find your way around	3.4%	17.0%	28.9%	39.9%	8.6%	2.3%
It feels like a safe city to visit	15.7%	29.8%	26.9%	21.3%	6.1%	0.2%
There are sufficient transport options	23.1%	31.4%	16.5%	21.6%	5.2%	2.1%
It is safe walking / waiting for transport	24.3%	35.6%	21.1%	14.8%	3.7%	0.6%

Q. Please tell us if you worry about, have experienced; witnessed or heard about any of the following *in the last year in the city centre in the evening / at night?* (Those who said they have visited the city centre in the evening / at night)

	Experienced	Witnessed	Heard about	Worry about	None
Anti-social behaviour (e.g. fighting)	15.2%	61.9%	30.8%	20.2%	5.2%
Alcohol (e.g. problematic drinking)	21.2%	71.7%	20.3%	14.6%	4.0%
Drugs (taking or selling them)	12.7%	52.1%	32.5%	19.3%	9.0%
Spiking (needle or drink)	4.4%	8.2%	54.7%	30.6%	19.4%
Theft	4.8%	19.4%	49.0%	30.4%	14.9%
Sexual Assault	2.8%	4.3%	53.6%	37.0%	18.9%
Sexual Harassment inc. catcalling	16.9%	28.1%	37.0%	28.0%	21.0%
Physical assault / violence	5.3%	36.4%	42.9%	30.1%	9.6%
Hate incident / hate crime	5.6%	23.6%	41.6%	25.8%	24.7%
Verbal Abuse	20.6%	46.0%	30.0%	23.4%	12.0%
Being followed	12.5%	12.5%	12.5%	12.5%	12.5%
Feeling intimidated	31.3%	23.7%	24.1%	34.9%	17.1%

Q. Which of the following characteristics do you believe that the **hate incident / hate crime was motivated by, or do you worry about? (Those who have experienced, witnessed, heard about or worry about hate incident / hate crime)**

Race	70.1%
Religion	37.8%
Disability	17.5%
Sexual orientation	48.0%
Trans / gender identity	31.6%
Don't know / not sure	15.2%

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Q. If you witnessed / experienced a crime or incident in the city centre, how likely is it that you would report it to the following?

	Very unlikely	Unlikely	Neither unlikely nor likely	Likely	Very likely
Police	10.3%	15.8%	12.5%	36.6%	24.8%
Venue	8.7%	14.0%	15.9%	41.4%	20.1%
Transport provider	13.5%	21.2%	20.6%	29.8%	14.8%
Taxi Marshalls	21.8%	24.5%	22.9%	20.8%	10.1%
Street Angels	18.9%	21.1%	23.0%	23.8%	13.3%
Hull Bid officers	26.8%	25.5%	25.4%	14.3%	8.0%

Q. Which of the following types of transport have you used to travel to and from the city centre, in the evening / at night? **(Those who said they visited the city centre in the evening / at night)**

Bus	72.3%
Taxi	74.3%
Train	33.8%
Car	68.3%
Foot / mobility scooter / wheelchair	39.1%
None of these	0.3%
Other (please state)	3.2%

Q. How safe *would* you feel using the following to travel to / from the city centre in the evening / night? (overall)

	Not at all safe	2	3	4	Very safe	Wouldn't use
Bus	8.8%	25.5%	23.8%	28.6%	9.1%	4.3%
Taxi	3.6%	11.3%	21.9%	41.4%	17.7%	4.1%
Train	3.8%	13.8%	26.4%	28.1%	9.4%	18.4%
Car	0.7%	2.5%	6.5%	30.5%	49.7%	10.3%
Foot / wheelchair etc	21.9%	29.9%	14.9%	9.4%	2.7%	21.1%
Cycle	16.4%	28.2%	15.0%	7.0%	2.3%	31.2%

Q. How safe *would* you feel using the following to travel to / from the city centre in the evening / night? (experience vs perception)

		All Respondents	Respondents Who <u>DO</u> Visit City Centre on An Evening / Night (Experience)	Respondents Who <u>DO NOT</u> Visit City Centre on An Evening / Night (Perception)
Bus	Very unsafe	8.8%	6.5%	14.1%
	Unsafe	25.5%	26.9%	22.3%
	Neither unsafe nor safe	23.8%	21.4%	29.2%
	Safe	28.6%	32.0%	21.0%
	Very safe	9.1%	10.1%	6.9%
	Wouldn't / couldn't use	4.2%	3.2%	6.5%
Taxi	Very unsafe	3.6%	2.5%	6.1%
	Unsafe	11.3%	9.2%	16.0%
	Neither unsafe nor safe	21.9%	20.5%	24.9%
	Safe	41.4%	45.2%	33.1%
	Very safe	17.7%	19.8%	13.0%
	Wouldn't / couldn't use	4.1%	2.9%	6.8%

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Train	Very unsafe	3.8%	2.1%	7.7%
	Unsafe	13.8%	12.6%	16.5%
	Neither unsafe nor safe	26.4%	23.9%	31.9%
	Safe	28.1%	31.3%	21.1%
	Very safe	9.4%	10.5%	7.0%
	Wouldn't / couldn't use	18.4%	19.6%	15.8%
Car	Very unsafe	0.6%	0.5%	1.0%
	Unsafe	2.5%	2.4%	2.8%
	Neither unsafe nor safe	6.5%	5.2%	9.3%
	Safe	30.5%	29.0%	33.6%
	Very safe	49.7%	52.4%	43.6%
	Wouldn't / couldn't use	10.3%	10.5%	9.7%
Foot / wheelchair	Very unsafe	21.9%	17.7%	31.1%
	Unsafe	29.9%	30.6%	28.3%
	Neither unsafe nor safe	14.9%	16.3%	11.9%
	Safe	9.4%	10.8%	6.3%
	Very safe	2.7%	3.2%	1.7%
	Wouldn't / couldn't use	21.1%	21.4%	20.6%
Cycle	Very unsafe	16.4%	13.8%	21.8%
	Unsafe	28.2%	27.4%	29.9%
	Neither unsafe nor safe	15.0%	15.5%	14.1%
	Safe	7.0%	7.6%	5.6%
	Very safe	2.3%	2.6%	1.8%
	Wouldn't / couldn't use	31.2%	33.2%	26.8%

Q. Which of the following city centre initiatives have you heard of? (overall)

Safer Hull Interchange Hub	16.2%
Pub Watch	43.4%
Low Ale Trail	15.6%
Ask for Angela	69.0%
City of Hull Street Angels	60.1%
Taxi Marshals	23.7%
Bus Angels	4.5%
Late Night Bus	39.0%
#StopSpikingHull Campaign	16.9%
Street Safe App	6.0%
None of these	12.1%

Q. Which of the following city centre initiatives have you heard of? (experience vs perception)

	All Respondents	Respondents Who DO Visit City Centre on An Evening / Night (Experience)	Respondents Who DO NOT Visit City Centre on An Evening / Night (Perception)
Safer Hull Interchange Hub	16.2%	17.4%	13.7%
Pub Watch	43.4%	45.0%	39.6%
Low Ale Trail	15.6%	17.7%	10.9%
Ask for Angela	69.0%	72.7%	60.8%
City of Hull Street Angels	60.1%	65.2%	48.8%
Taxi Marshals	23.7%	28.2%	13.7%
Bus Angels	4.5%	5.0%	3.4%
Late Night Bus	39.0%	42.0%	32.4%
#StopSpikingHull Campaign	16.9%	17.6%	15.4%
Street Safe App	6.0%	6.6%	4.8%
None of these	12.1%	9.8%	17.4%

Q. Thinking about the future what would encourage you to visit the city centre more often in the evening / at night? (overall)

Increased police presence	67.8%
Improved street lighting	41.8%
More CCTV	42.4%
Shops / businesses open	66.3%
Museums and galleries being open	40.3%
More learning opportunities (night classes etc.)	16.7%
More restaurants / greater variety	53.6%
More pubs / bars	30.6%
More concerts / gigs / theatre	47.8%
More big events (Humber Sesh. fireworks etc.)	44.6%
Public transport running more frequently	56.4%
Public transport running later	53.0%
More family friendly events	37.2%
Nothing would encourage me to visit the city centre in the evening	7.6%
Other (please state)	4.3%

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Q. Thinking about the future what would encourage you to visit the city centre more often in the evening / at night? (**experience vs perception**)

	All Respondents	Respondents Who <u>DO</u> Visit City Centre <u>on An Evening / Night</u> (Experience)	Respondents Who <u>DO NOT</u> Visit City Centre <u>on An Evening / Night</u> (Perception)
Increased police presence	67.8%	69.1%	65.1%
Improved street lighting	41.7%	43.3%	38.3%
More CCTV	42.4%	42.1%	43.1%
Shops / businesses open	66.2%	71.8%	53.9%
Museums and galleries being open	40.3%	43.3%	33.6%
More learning opportunities (night classes etc.)	16.7%	18.6%	12.5%
More restaurants / greater variety	53.6%	58.2%	43.4%
More pubs / bars	30.6%	34.8%	21.4%
More concerts / gigs / theatre	47.8%	52.0%	38.6%
More big events (Humber Sesh. fireworks etc.)	44.6%	47.7%	37.6%
Public transport running more frequently	56.4%	62.5%	42.7%
Public transport running later	53.0%	60.5%	36.3%
More family friendly events	37.2%	36.3%	39.3%
Nothing would encourage me to visit the city centre in the evening	7.6%	3.8%	15.9%
Other (please state)	4.3%	4.0%	5.1%