people's panel
making your voice count

People's Panel
April 2022
Analysis Report

Customer Insight
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Introduction and Methodology

Introduction

This survey was conducted between April and May 2022.

Questions covered the following topics:

- Climate Change and Being Green
- Oh Yes Net Zero Campaign
- Travel to Work and School

The People's Panel includes residents of both Hull and the East Riding. The latter often work, shop and use the entertainment facilities in Hull, as well as access some services such as healthcare.

Methodology

This survey was open to People's Panel members, and non-members, across Hull and East Riding, over a six-week period between April and May 2022.

As usual, an electronic version of the survey was emailed to over 3,800 online People's Panel members. A non-member version of the survey was also made available through the Hull City Council website and promoted on social media. Limited paper surveys were also distributed to resident addresses with a freepost reply envelope using a knock and drop methodology.

Response Rate

Method	Count	%
Member (All Online)	884	69%
Non Member	391	31%
Total	**1275**	

The 391 non-member responses came via the following channels:

Hull City Council Insight Team	238
Hull City Council Enterprise Panel	26
Hull City Council Internal Comms	9
Hull Business News Mailer	2
Oh Yes Campaign – Panel Link	21
Oh Yes Campaign – Enterprise Link	95

Local Authority Residence	Count	%
Hull	1009	79%
East Riding	197	16%
Not Hull or East Riding	24	2%
No Postcode Provided	45	4%
Total	**1275**	

1,009 responses came from residents with a Hull postcode. There are an estimated 206,892 residents of Hull aged 16 +. **This means that any figures reported for Hull have a confidence interval of 3.08% at a 99% confidence level (e.g. we are 99% certain that the actual result falls within +/-3.08 percentage points of the reported figure). This is within both corporate and industry standards.**

Demographics and Weighting

The demographics of respondents from Hull are given below.

Survey responses from Hull are weighted to be demographically representative of the whole Hull population. Responses are weighted based on age, gender, ethnicity and LLTI (impairment or illness). Total weights are capped at 4.0 to avoid individual's responses carrying too much weight in the analysis.

Total		**Sample (1009)**		**Hull Pop**	**Weighted Sample**
Gender	Male (inc FTM)	448	47.7%	50.5%	48.0%
	Female (inc MTF)	487	51.8%	49.5%	50.7%
	Other / non-binary	5	0.5%	-	1.3%
LLTI (impairment or illness)	Yes	343	36.6%	23.3%	24.9%
	No	595	63.4%	76.7%	75.1%
Age group	16-34	66	7.1%	35.7%	29.7%
	35-44	88	9.5%	15.4%	17.1%
	45-54	147	15.8%	15.2%	16.4%
	55-64	244	26.3%	14.7%	16.6%
	65-74	280	30.1%	10.9%	11.7%
	75+	104	11.2%	8.2%	8.5%
Ethnic group	White British	891	95.8%	90.2%	91.5%
	BAME (Black, Asian and Minority Ethnicities inc. White Other)	39	4.2%	9.8%	8.5%

Responses are not weighted geographically, and ward level results are not produced. Ward level results are not produced because to do so requires a sample of approx. 1000 *per ward*, for confidence intervals to be meaningful at ward level.

Average Score Analysis:

A number of the questions in this panel survey asked respondents to state how much they disagree / agree with a statement, or how dissatisfied / satisfied they are with certain things.

This report includes, as standard, the proportion of respondents who disagree / agree or who are dissatisfied / satisfied. However, it also provides an "Average Score" measure for each aspect of these questions.

This is done by assigning a numerical value to each response category (see below) and then calculating an average value across all respondents.

Strongly Disagree	Very Dissatisfied	-2
Disagree	Dissatisfied	-1
Neither	Neither	0
Agree	Satisfied	+1
Strongly Agree	Very Satisfied	+2

Negative Average Scores suggest that respondents are more likely to disagree / be dissatisfied; with values closer to -2 suggesting they disagree more strongly / are more dissatisfied.

Conversely, positive Average Scores suggest that respondents are more likely to agree / be satisfied; with values closer to +2 suggesting they agree more strongly / are more satisfied.

Executive Summary

Climate Change and Being Green

Given a list of five key terms / phrases related to climate change; the majority of respondents feel that they have at least a moderate understanding of all terms / phrases.

Respondents are most likely to say they understand a lot about the terms climate change (80%) and carbon footprint (72%); but least likely to say they understand a lot about the terms net zero (48%) and carbon offsetting (49%).

Compared to March 2016, when respondents were asked the same question about three of these five terms / phrases, there has been a significant increase in respondent understanding.

Over two thirds of respondents (69%) currently believe that climate change is manmade and represents a risk to our future. A further quarter of respondents (26%) currently believe that climate change is real but think that the causes are not fully understood.

Only 5% of respondents currently think that climate change is not as bad as is being reported (5%) or is not real (<1%).

Compared to when the same question was asked in April 2019, there has been a significant shift away from respondents who believe that climate change is real but think that the causes are not fully understood, towards those who believe that climate change is manmade and represents a risk to our future.

The majority of respondents already do the following in order to help the environment:

- Reduce food waste (78%)
- Reduce consumption of latest must have fashions e.g. clothes, electronics (70%)
- Change shopping habits e.g. change to more environmental brands (56%)
- Repair rather than replace (56%)
- Change driving habits / drive less / use alternatives to car and van (54%)
- Re-purpose rather than throw away (53%)
- Eat less meat (51%)

A large proportion of respondents don't currently but are willing to do the following to help the environment:

- Use only recyclable materials where possible (43%)
- Grow their own (43%)
- Repair rather than replace (41%)
- Re-purpose rather than throw away (41%)
- Change shopping habits e.g. change to more environmental brands (39%)
- Use less water (35%)

Respondents are most likely to say they neither currently do, nor are willing to do, the following to help the environment:

- Grow their own (42%)
- Eat less dairy (33%)
- Eat less meat (27%)

Compared to when the same question was asked in April 2019, there has been a significant increase in the proportion of respondents who already do the following, to help the environment:

- Reduce food waste
- Change shopping habits e.g. change to more environmental brands
- Eat less dairy

There has also been a significant increase in the proportion of respondents who don’t currently but are willing to grow their own food.

41% of respondents believe that the city can achieve the council’s commitment be net zero by 2045.However, a third of respondents (33%) do not think this is possible and a further quarter of respondents (26%) say they are not sure / don’t know.

When asked how worried they are about specific effects of climate change, the majority of respondents are at least moderately concerned about almost all of the effects listed.

Respondents are most likely to say that they are concerned about the loss of wildlife / wildlife habitats (79%) and higher food costs (77%). This is followed by high levels of concern around increased flooding (71%), increased severe weather events (70%) and water shortages (66%).

The notable exception is concern about respondents homes overheating / not cooling in hot weather, where just 30% of respondents expressed a high level of concern.

Compared to when the same question was asked in March 2016, there has been a significant increase in the level of respondent concern about:

- Higher food costs
- Food shortages
- Loss of wildlife / wildlife habitats
- Home overheating / not cooling, even at night, in hot weather
- Water shortages
- Health problems, for example heat stroke or skin cancer

Conversely, there has been a significant decrease in the level of respondent concern about increased flooding and the increased risk of severe weather.

Residents of Hull do not to feel the city is particularly resilient to climate change. Nearly half of respondents (46%) rate Hull’s overall resilience to climate change as low (either 1 or 2 out of 5) compared to just 14% who would rate it as high (either 4 or 5 out of 5).

Respondents are most likely to agree that people have a duty to be environmentally friendly (77%).

The majority of respondents are also more likely to agree that:

- people should be able to get involved in making decisions about environmental issues (67%)
- they try to be environmentally friendly, but the opportunities aren't always available (64%).

Conversely, respondents are most likely to disagree with the statement that they don't think it's important to be environmentally friendly (85%).

The majority of respondents are also more likely to disagree that:

- they don't think about being environmentally friendly, it's up to the government / council to do that (82%)
- there's no point being environmentally friendly if others aren't (73%)
- they don't have the time to think about how to help the environment (74%)
- they don't know enough about how to be environmentally friendly (64%)

Respondents are significantly more likely to prioritise investment in climate change over investment in:

- Immigration / Asylum
- Transport

However, they are significantly more likely to prioritise investment in the following instead of investment in climate change:

- Health
- Education
- Crime
- Housing
- The Economy

Compared to when the same question was asked in December 2021, there has been a significant decrease in the proportion of respondents who would prioritise investment into climate change over:

- The Economy
- Defence / Security
- Housing
- Transport

<u>Oh Yes Net Zero Campaign</u>

A quarter of respondents (26%) have heard or seen something about the local Oh Yes Net Zero campaign. Conversely, 62% of respondents have not seen or heard of the campaign, and 12% of respondents don't know / are not sure.

When shown three images, used in the campaign, around a quarter of respondents (73%) have not seen any of the images. Those who have seen one of the images, are most likely to have seen the general Oh Yes Net Zero logo (19%).

Those respondents who have seen one of the three campaign images shown, are most likely to have seen these:

- On posters in the city centre (66%)
- On information from their employer (34%)
- On social media (28%)

Around a fifth of respondents (19%) have signed up to the Oh Yes Net Zero campaign. Over half (55%) have not signed up to the campaign but are interested or intend to do so. A quarter of respondents (26%) have not signed up to the campaign and are not interested in doing so.

43% of respondents who have signed up to the Oh Yes Net Zero campaign rate the information they have received / seen highly (4 or 5 out of 5); compared to 25% who rate the information poorly (1 or 2 out of 5).

Important Analysis Note:

The Oh Yes Net Zero campaign is spearheaded by Reckitts and the university of Hull, both of whom circulated this People's Panel survey amongst their own staff. As a result a notable number of responses come from either Reckitts or University of Hull employees.

When these employees, who are likely to have seen internal communications about the campaign, then:

- The proportion of respondents who have heard or seen something about the campaign decreases significantly to 17%
- The proportion of respondents who have not seen any of the campaign images increases significantly to 82%
- The proportion of respondents who have saw one of the images in information from their employer decreases significantly to 14%.
- The proportion of respondents who signed up to the campaign decreases significantly to 11%.

This suggests that campaign visibility has not been as successful outside of these organisations where the campaign is likely to have been promoted extensively.

Travel to Work

Just under half (45%) of respondents currently work somewhere, other than at home, where they attend the same fixed office / location most days. A further 12% of respondents currently work somewhere, other than at home, but don't attend the same fixed office / location.

Of those the majority travel to work by car (59%); in particular, 50% travel to work by car as a solo driver with no passengers. A further 37% of respondents travel to work either on foot (15%), by bus / coach (11%) or by bicycle (11%).

Of those respondents who use a car or motorcycle to get to work, the significant majority (96%) use either a petrol (61%) or diesel vehicle (35%). Only 4% currently use a hybrid vehicle, and no respondents use a fully electric vehicle.

Respondents reasons for choosing their specific method of travel depend on the method itself:

- Car users tend to focus on speed and convenience; but also mention needing to drive for their job and a lack of alternatives / good public transport links between their home and work.
- Many walker / cyclists appear to be making a conscious decision; citing they chose this method for health / fitness reasons, for environmental reasons, because it is cheaper and because it allows them to beat congestion.
- Public transport users appear to have less choice; stating they chose this method due to a lack of alternative transport or because it is cheaper. They are also more likely to say they have good public transport links between their home and work.

For the majority of respondents (84%), their journey to work is linear; they travel directly from home to work, and back again. 16% of respondents undertake a non-linear journey; going to or from work via somewhere else.

Those who undertake linear journeys to work are significantly more likely to travel on foot or on cycle, and therefore place greater emphasis on environmental reasons and health / fitness reasons when choosing this method.

Conversely, those who undertake non-linear journeys to work are more likely to be car users and place greater emphasis on dropping off / collecting children, needing to drive as part of their job, and disability / illness.

Over half (55%) of the journeys that people take to / from work are under 3 miles; with the majority (40%) being between 2 and 3 miles. A further 20% of journeys are between 4 and 5 miles, and a quarter of journeys (25%) are over 5 miles.

Unsurprisingly, those who use a car / van to travel to / from work have, and those who take a non-linear journey to / from work have, on average, significantly longer journeys to / from work. Conversely, those who to travel to / from work on foot / on a cycle, and those who take a linear journey to / from work have, on average, significantly shorter journeys to / from work.

Around two fifths of respondents (39%) say that their employer has a travel to work scheme. A similar percentage (41%) say that their employer does not have a travel to work scheme. The remaining fifth of respondents (21%) are not sure if their employer has a travel to work scheme.

Respondents who take a bus / coach, or a non-linear journey to / from work, are significantly less likely to say that their employer has a travel to work scheme.

When presented with alternative travel options to cars, current car users state that they would find it easiest to switch to using an electric vehicle. And, whilst they state they would find it difficult; they do state that switching to using a bicycle would be easier than switching to foot / mobility scooter or public transport.

All respondents state they would find it particularly difficult to switch to using a park and ride, although this opinion is likely based on the current park and ride provision in the city.

The majority of respondents are unlikely to change how they travel to work based on weather, time of year or daylight years. Although a minority, car / van users, in particular those taking linear journeys, are most likely to change their method of travel – possibly choosing to walk / cycle to work in summer months.

Travel to School

10% of respondents have children / grand children who are driven to school or college.

The significant majority (84%) of the journeys that people drive to take their children / grandchildren to school or college are under 3 miles; with 28% being less than a mile and 56% being between 2 and 3 miles. Only 8% of journeys are between 4 and 5 miles and only 7% are over 5 miles. 1% of respondents don't know how long the journey is.

The most common reasons for driving children / grandchildren to school or college, rather than using a different mode of transport, are:

- Most practical method of transport (43%)
- Convenience (37%)
- Lack of alternative (32%)
- Quicker than other means of transport (31%)
- Public transport can't be relied on (29%)

Only 12% of respondents who drive their children / grandchildren to school or college are aware of the school / college having any initiatives to encourage children to travel differently. Over half (51%) believe that the school / college does not have any such initiatives and 37% are not sure whether the school / college has any such initiatives or not.

Climate Change and Being Green

Q. How much would you say you understand about the following terms?

	1 – Nothing	2	3	4	5 – A Lot	Average Score (out of 5)
Net zero	17%	12%	23%	33%	15%	3.15
Carbon neutral	8%	12%	24%	40%	16%	3.43
Carbon offsetting	14%	14%	22%	35%	14%	3.20
Climate change	1%	4%	15%	50%	30%	4.03
Carbon footprint	3%	7%	18%	50%	22%	3.81

- Respondents are most likely to say that they understand the terms climate change and carbon footprint; with 80% and 72% of respondents rating their understanding as high (4 or 5 out of 5) respectively.
- Conversely, respondents are least likely to say they understand the terms net zero and carbon offsetting; with 29% and 29% of respondents rating their understanding as low (1 or 2 out of 5) respectively.
- However, respondents have an average understanding score that is above 3 for all terms; suggesting that the majority of respondents feel they have at least a moderate level of understanding of all terms.

	March 2022	March 2016
Carbon offsetting	3.20	2.44
Climate change	4.03	3.46
Carbon footprint	3.81	3.13

- In the March 2016 People's Panel survey, respondents were asked to rate their understanding of three of these terms.
- Since March 2016 there has been a significant increase in respondents understanding of all three terms.

Q. Which of the following best describes how you feel about climate change?

	March 2022	April 2019
Climate change is man-made and represents a risk to our future	69%	58%
Climate change is real, but the causes are not fully understood	26%	36%
Climate change is not as bad as is being reported	5%	5%
Climate change isn't real	<1%	1%

- Over two thirds of respondents (69%) currently believe that climate change is manmade and represents a risk to our future.
- A further quarter of respondents (26%) currently believe that climate change is real but think that the causes are not fully understood.
- Only 5% of respondents currently think that climate change is not as bad as is being reported (5%) or is not real (<1%).
- Compared to when the same question was asked in April 2019, there has been a significant shift away from respondents who believe that climate change is real but think that the causes are not fully understood (-10 percentage points), towards those who believe that climate change is manmade and represents a risk to our future (+9 percentage points).

Q. Do you personally, or are you willing to, do any of the following in order to help the environment?

March 2022			
	Already do	**Am willing to do**	**No**
Eat less meat	51%	22%	27%
Eat less dairy	35%	33%	33%
Use less water	47%	35%	19%
Change driving habits / drive less / use alternatives to car and van	54%	26%	20%
Reduce food waste	78%	19%	3%
Change shopping habits (e.g. change brands)	56%	39%	5%
Reduce consumption of latest must haves e.g. clothes, electronics	70%	23%	8%
Grow your own	24%	43%	33%
Use only recyclable materials where possible	50%	43%	7%
Repair rather than replace	55%	41%	4%
Re-purpose rather than throw away	53%	41%	6%

- The majority of respondents already do the following in order to help the environment:

    - Reduce food waste (78%)
    - Reduce consumption of latest must have fashions e.g. clothes, electronics (70%)
    - Change shopping habits e.g. change to more environmental brands (56%)
    - Repair rather than replace (56%)
    - Change driving habits / drive less / use alternatives to car and van (54%)
    - Re-purpose rather than throw away (53%)
    - Eat less meat (51%)

- Respondents are least likely to already be growing their own food (24%) and to be eating less dairy (35%).

- A large proportion of respondents don't currently but are willing to do the following to help the environment:

    - Use only recyclable materials where possible (43%)
    - Grow their own (43%)
    - Repair rather than replace (41%)
    - Re-purpose rather than throw away (41%)
    - Change shopping habits e.g. change to more environmental brands (39%)
    - Use less water (35%)

- Respondents are most likely to say they neither currently do, nor are willing to do, the following to help the environment:

    - Grow their own (42%)
    - Eat less dairy (33%)
    - Eat less meat (27%)

Compare this to when the same question was asked in April 2019:

April 2019			
	Already do	**Am willing to do**	**No**
Eat less meat	47%	24%	29%
Eat less dairy	30%	33%	37%
Use less water	45%	32%	23%
Change driving habits / drive less / use alternatives to car and van	52%	28%	20%
Reduce food waste	60%	26%	14%
Change shopping habits (e.g. change brands)	44%	49%	7%
Reduce consumption of latest must haves e.g. clothes, electronics	N/A	N/A	N/A
Grow your own	24%	34%	42%
Use only recyclable materials where possible	49%	46%	5%
Repair rather than replace	59%	35%	6%
Re-purpose rather than throw away	52%	42%	6%

- There has been a significant increase in the proportion of respondents who already do the following in order to help the environment:
  - Reduce food waste (+18 percentage points)
  - Change shopping habits e.g. change to more environmental brands (+12 percentage points)
  - Eat less dairy (+5 percentage points)
- There has also been a significant increase in the proportion of respondents who don't currently but are willing to grow their own food (+9 percentage points)

Q. Hull City Council has made a commitment to make the city of Hull net zero by 2045.

Net Zero means that the amount of greenhouse gases (gases in the atmosphere that trap heat, causing global warming) going into the atmosphere, from countries, cities, businesses and / or homes, are balanced by removal out of the atmosphere, for example by planting trees. In other words, both reducing and removing emissions. Net zero is the point at which global warming stops.

Do you think this is achievable?

Yes	41%
No	33%
Don't know	26%

- 41% of respondents believe that the city can be net zero by 2045.
- However, a third of respondents (33%) do not think this is possible and a further quarter of respondents (26%) say they are not sure / don't know.

Q. How concerned are you about the following effects of climate change on your home and family?

	1 – Not at all	2	3	4	5 – Very	Average Score (out of 5)
Home overheating / not cooling, even at night, in hot weather	16%	20%	34%	19%	11%	2.91
Increased flooding	3%	7%	19%	34%	37%	3.94
More frequent power cuts	8%	17%	31%	27%	16%	3.27
Health problems, for example heat stroke or skin cancer	7%	16%	31%	26%	20%	3.37
Food shortages	6%	10%	23%	33%	27%	3.66
Higher food costs	3%	6%	13%	35%	42%	4.07
Water shortages	5%	9%	21%	32%	34%	3.81
Increased risk of severe weather (e.g. Storm Eunice, Beast from the East)	5%	7%	19%	38%	32%	3.86
Loss of wildlife / wildlife habitats	3%	4%	14%	30%	49%	4.19
Migration caused by changes in climate (because of drought, famine etc.)	4%	10%	28%	32%	26%	3.65

- Respondents are most likely to say that they are concerned about the loss of wildlife / wildlife habitats and higher food costs; with 79% and 77% of respondents rating their concern as high (4 or 5 out of 5) respectively.
- This is followed by high levels of concern around increased flooding (71%), increased severe weather events (70%) and water shortages (66%).
- In fact, respondents have an average concern score that is above 3 for almost all the listed effects of climate change; suggesting that the majority of respondents are concerned about all of these effects
- The notable exception is concern about respondents homes overheating / not cooling in hot weather, where 36% of respondents rated their concern as low (1 or 2 out of 5).

	March 2022	March 2016
Home overheating / not cooling, even at night, in hot weather	2.91	2.61
Increased flooding	3.94	4.10
More frequent power cuts	3.27	3.22
Health problems, for example heat stroke or skin cancer	3.37	3.25
Food shortages	3.66	3.24
Higher food costs	4.07	3.61
Water shortages	3.81	3.59
Increased risk of severe weather (e.g. Storm Eunice, Beast from the East)	3.86	3.98
Loss of wildlife / wildlife habitats	4.19	3.84

- Compared to when the same question was asked in March 2016, there has been a significant increase in the level of respondent concern about:

    - Higher food costs (+0.46)
    - Food shortages (+0.42)
    - Loss of wildlife / wildlife habitats (+0.35)
    - Home overheating / not cooling, even at night, in hot weather (+0.30)
    - Water shortages (+0.22)
    - Health problems, for example heat stroke or skin cancer (+0.12)

- Conversely, there has been a significant decrease in the level of respondent concern about:

    - Increased flooding (-0.16)
    - Increased risk of severe weather (-0.12)

Q. Thinking about the different impacts of climate change we asked you about in the previous question, - how resilient do you think the following are to these impacts? N/A Removed

	1 – Not at all	**2**	**3**	**4**	**5 – Very**	**Average Score (out of 5)**
Hull	15%	31%	41%	11%	3%	2.56
Your home	11%	23%	44%	16%	6%	2.82
Your business / work / school	10%	21%	47%	17%	5%	2.86

- Residents of Hull do not to feel the city is particularly resilient to climate change.
- Nearly half of respondents (46%) rate Hull's overall resilience to climate change as low (either 1 or 2 out of 5) compared to just 14% who would rate it as high (either 4 or 5 out of 5).
- When it comes to their own home; 34% of respondents rate the resilience as low, 44% as moderate, and 22% as high.
- Likewise when it comes to their business / work / school; 31% of respondents rate the resilience as low, 47% as moderate, and 22% as high.

	March 2022	**March 2016**
Hull	2.56	2.58
Your home	2.82	2.82
Your business / work / school	2.86	2.80

- Compared to when the same question was asked in March 2016, there has been no significant change in how resilient respondents feel their business / work / school is to the effects of climate change.

Q. How much do you agree with the following?

	-2 Strongly Disagree	-1 Disagree	0 Neither	+1 Agree	+ 2 Strongly Agree	Average Score (from -2 to +2)
I don't think about being environmentally friendly, it's up to the government / council to do that	54%	28%	14%	3%	2%	-1.28
There's no point in being environmentally friendly if others aren't	48%	25%	14%	7%	6%	-1.02
I would do more to help the environment if I was given an incentive or reward	24%	24%	27%	13%	13%	-0.33
I do all that I can to be environmentally friendly	3%	15%	34%	33%	15%	+0.43
I don't have the time to think about how to help the environment	37%	37%	26%	8%	2%	-1.01
I try to be environmentally friendly, but the opportunities aren't always available (e.g. a lack of recycling facilities or biodegradable packaging etc.)	4%	8%	24%	37%	27%	+0.76
I don't know enough about how to be environmentally friendly	27%	37%	26%	8%	2%	-0.78
I don't think it's important to be environmentally friendly	70%	15%	6%	3%	5%	-1.43
People should pay more, or be fined, for not being environmentally friendly	15%	15%	29%	22%	19%	+0.15
People should be able to get involved in making decisions about environmental issues	2%	5%	26%	39%	28%	+0.86
People have a duty to be environmentally friendly	4%	4%	16%	30%	47%	+1.14

- Respondents are most likely to agree that people have a duty to be environmentally friendly; 77% of respondents agree with this statement compared to just 8% who disagree.

- The majority of respondents are also more likely to agree that:

    - people should be able to get involved in making decisions about environmental issues (67% agree compared to 7% disagree)
    - they try to be environmentally friendly, but the opportunities aren't always available (64% agree compared to 12% disagree).

- Conversely, respondents are least likely to agree that they don't think it's important to be environmentally friendly; 85% of respondents disagree with this statement compared to just 8% who agree.

- The majority of respondents are also more likely to disagree that:

    - they don't think about being environmentally friendly, it's up to the government / council to do that (82% disagree compared to 5% agree)
    - there's no point being environmentally friendly if others aren't (73% disagree compared to 13% agree)
    - they don't have the time to think about how to help the environment (74% disagree compared to 10% agree)
    - they don't know enough about how to be environmentally friendly (64% disagree compared to 10% agree)

Q. Thinking about each of the policy areas below, which would you rather was prioritised for investment by the government?

March 2022				
		Undecided		
Climate Change	8%	33%	59%	Health
Climate Change	32%	29%	39%	The Economy
Climate Change	28%	45%	27%	Welfare and Benefits
Climate Change	22%	34%	43%	Crime
Climate Change	11%	39%	50%	Education
Climate Change	22%	46%	32%	Housing
Climate Change	38%	34%	27%	Transport
Climate Change	47%	37%	16%	Immigration / Asylum
Climate Change	32%	37%	31%	Defence / Security

- Respondents are significantly more likely to prioritise investment in climate change over investment in:

    - Immigration / Asylum
    - Transport

- However, they are significantly more likely to prioritise investment in the following instead of investment in climate change:

    - Health
    - Education
    - Crime
    - Housing
    - The Economy

- Respondents tend to be split when it comes to investing in both welfare / benefits and defence / security.

Compare this to when the same question was asked in December 2021:

December 2021				
		Undecided		
Climate Change	9%	35%	57%	Health
Climate Change	41%	33%	26%	The Economy
Climate Change	28%	44%	28%	Welfare and Benefits
Climate Change	21%	37%	43%	Crime
Climate Change	11%	40%	49%	Education
Climate Change	29%	43%	28%	Housing
Climate Change	45%	35%	20%	Transport
Climate Change	48%	32%	20%	Immigration / Asylum
Climate Change	40%	33%	28%	Defence / Security

- Compared to when the same question was asked in December 2021, there has been a significant decrease in the proportion of respondents who would prioritise investment into climate change over:

    - The Economy
    - Defence / Security
    - Housing
    - Transport

  .

Oh Yes Net Zero Campaign

Q. Have you heard or seen anything about the local campaign Oh Yes Net Zero?

Yes, I have	26%
No, I have not	62%
Don’t know / not sure	12%

- A quarter of respondents (26%) have heard or seen something about the local Oh Yes Net Zero campaign.
- Conversely, 62% of respondents have not seen or heard of the campaign, and 12% of respondents don’t know / are not sure.

	All Respondents	**Excluding Reckitts and University of Hull Staff**
Yes, I have	26%	17%
No, I have not	62%	68%
Don’t know / not sure	12%	15%

- The Oh Yes Net Zero campaign is being spearheaded by Reckitts and the University of Hull.
- This People’s Panel survey was circulated amongst the staff of both organisations; meaning a notable number of responses come from either Reckitts or University of Hull employees.
- When these employees, who are likely to have seen internal communications about the campaign, are excluded; public awareness of the Oh Yes Net Zero campaign <u>decreases</u> significantly to just 17%.
- This suggests that campaign visibility has not been as successful outside of these organisations.

Q. Have you seen any of the following images in the last few weeks?

	All Respondents	**Excluding Reckitts and University of Hull Staff**
	13%	8%
	12%	8%
	19%	10%
None of these	73%	82%

- Around a quarter of respondents (73%) have not seen any of the above images.
- Those who have seen one of the above images, are most likely to have seen the general Oh Yes Net Zero logo.

- As with the previous question, when employees of Reckitts and the University of Hull are excluded from the analysis, the proportion of respondents who say they have not seen any of the above images increases significantly to 82%.
- This further demonstrates that campaign visibility has not been as successful outside of these organisations.

Of those who have seen one of these three images:

Q. Please tell us where you saw the images of the Oh Yes Net Zero campaign that you selected.

	All Respondents	Excluding Reckitts and University of Hull Staff
Social media	28%	30%
Posters in the city centre	66%	66%
Local newspaper	4%	8%
From my employer	34%	14%
From school / college	2%	1%
Somewhere else	9%	14%

- Those respondents who have seen one of the three campaign images shown, are most likely to have seen these:
    - On posters in the city centre (66%)
    - On information from their employer (34%)
    - On social media (28%)

- When employees of Reckitts and the University of Hull are removed from the analysis then there is a significant decrease in the proportion of respondents who saw the images on information from their employer (14%).
- This confirms that awareness amongst all respondents is artificially high due to the promotion of the campaign by Reckitts and the University of Hull amongst their own staff.
- Interestingly, excluding these staff does not significantly affect the proportion of respondents who saw these images either on posters in the city centre or on social media; suggesting that these are effective methods of raising campaign awareness amongst the general populous.

- A large number of the “somewhere else” responses reference respondents seeing information on the electronic road traffic information signs.

Q. Have you signed up to the Oh Yes Net Zero campaign?

	All Respondents	Excluding Reckitts and University of Hull Staff
Yes, I have	19%	11%
No, I have not – and I’m not interested	26%	32%
No, I have not – but I am interested / intend to	55%	57%

- Around a fifth of respondents (19%) have signed up to the Oh Yes Net Zero campaign.
- Over half (55%) have not signed up to the campaign but are interested or intend to do so.
- A quarter of respondents (26%) have not signed up to the campaign and are not interested in doing so.

- When employees of Reckitts and the University of Hull are removed from the analysis then there is a significant decrease in the proportion of respondents who have signed up to the Oh Yes Net Zero campaign (11%).

Of those who have signed up

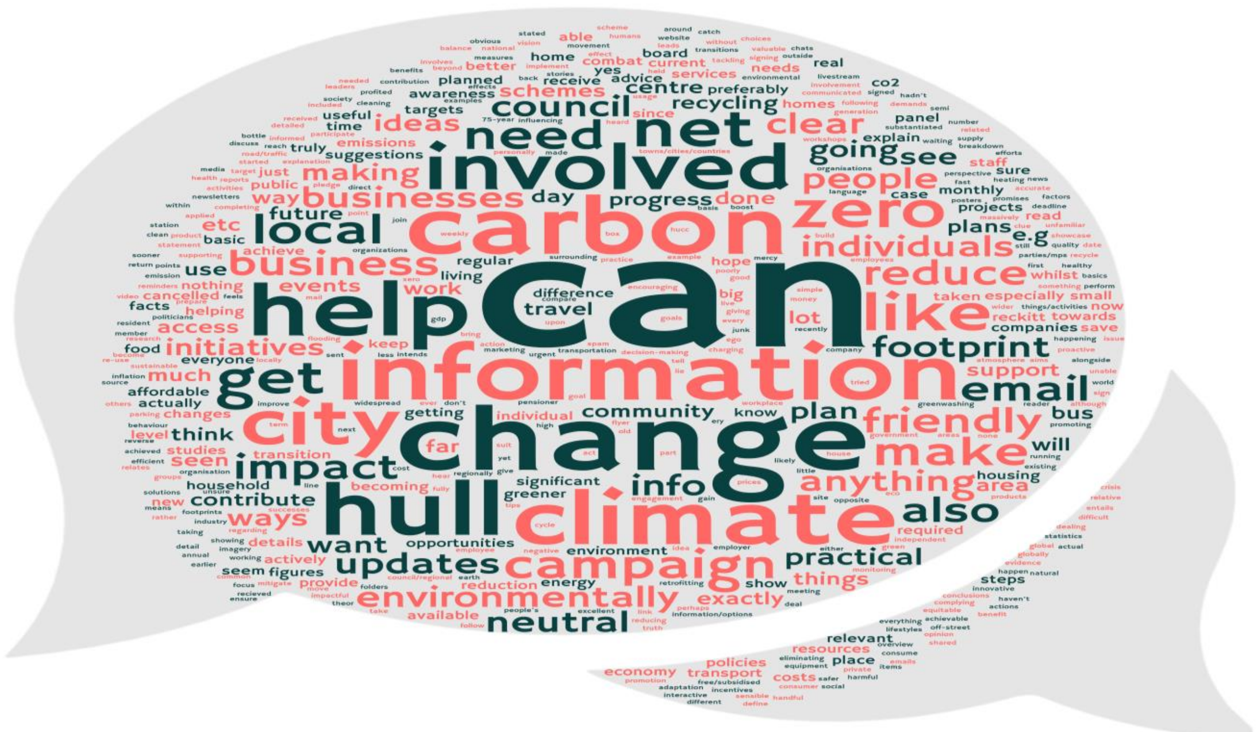
Q. How do you rate the information you have received / seen from Oh Yes Net Zero?

	All Respondents	Excluding Reckitts and University of Hull Staff
1 – Not at all	19%	9%
2	16%	14%
3	21%	32%
4	31%	32%
5 – Very	12%	14%
Average Score (out of 5)	**3.01**	**3.27**

- 43% of respondents who have signed up to the Oh Yes Net Zero campaign rate the information they have received / seen highly (4 or 5 out of 5); compared to 25% who rate the information poorly (1 or 2 out of 5).

- When employees of Reckitts and the University of Hull are removed from the analysis then there is no significant difference in how useful respondents find the information they have received / seen.

Q. What kind of information would you like to receive from Oh Yes in the future?



Travel to Work and School

Q. Which of the following applies to you?

I work somewhere other than at home, in the same place most days at a fixed office / location	45%
I work somewhere other than at home, but don't go to a fixed office / location	12%
I have children / grand children who are driven (car van etc.) to school / college locally	10%
None of these	40%

- Just under half (45%) of respondents currently work somewhere, other than at home, where they attend the same fixed office / location most days.
- A further 12% of respondents currently work somewhere, other than at home, but don't attend the same fixed office / location.
- 10% of respondents have children / grand children who are driven to school or college.

Travel to Work:

Q. Please tell us how you usually travel to work.

Walk	15%
Mobility scooter / wheelchair	0%
Bicycle	11%
Electric bike	1%
Car / van – driver with no passengers	50%
Car / van – driver with passengers	7%
Car / van – passenger	2%
Motorbike	<1%
Bus / coach	11%
Park and ride	0%
Taxi	1%
Train	1%
Other	1%

Of those respondents who work somewhere other than at home:

- The majority travel to work by car (59%); in particular, 50% travel to work by car as a solo driver with no passengers.
- A further 37% of respondents travel to work either on foot (15%), by bus / coach (11%) or by bicycle (11%).

Q. Which of the following fuels does your vehicle(s) use?

Hybrid	4%
LPG	1%
Electric / battery	0%
Petrol	61%
Diesel	35%
Don't know	0%
Other	1%

Of those respondents who use a car or motorcycle to get to work:

- The significant majority (96%) use either a petrol (61%) or diesel vehicle (35%).
- Only 4% currently use a hybrid vehicle, and no respondents use a fully electric vehicle.

Q. What are your main reasons for using this particular mode of transport?

	Car / van users	**Walk / cycle**	**Bus / coach**
Lack of alternative	38%	16%	46%
Environmental reasons	4%	70%	20%
Disability / illness	4%	0%	5%
Quicker than other means of transport	57%	54%	16%
Don't like alternatives	15%	12%	0%
Health / fitness reasons	2%	71%	6%
Free / cheap parking available	22%	26%	0%
Drive as part of my job	20%	3%	0%
To avoid congestion	1%	33%	17%
Dropping off / collecting children	8%	1%	0%
Good links to public transport from home	0%	2%	34%
Poor links to public transport from home	12%	11%	2%
Convenience	48%	40%	27%
Cost of parking	2%	12%	8%
Poor links to public transport	23%	16%	0%
Difficulty of parking	0%	8%	2%
Cheaper to use this mode	18%	59%	35%
Most practical method	49%	44%	46%
Safety	18%	1%	2%
Other	12%	8%	0%

Car Users

- The main reasons car users choose that mode of transport to work are:
  - Quicker than other means of transport (57%)
  - Most practical mode of transport (49%)
  - Convenience (48%)
  - Lack of alternative (38%)
- They place significantly more emphasis than average on:
  - Drive as part of my job
  - Safety
- They place significantly less emphasis than average on:
  - Environmental reasons
  - Health / fitness reasons
  - Cheaper to use this mode
  - To avoid congestion
  - Good links to public transport from home
  - Cost of parking
  - Difficulty of parking

Walkers / Cyclists

- The main reasons walkers / cyclists choose that mode of transport to work are:

    - Health / fitness reasons (71%)
    - Environmental reasons (70%)
    - Cheaper to use this mode (59%)
    - Quicker than other means of transport (54%)
    - Most practical mode of transport (44%)
    - Convenience (40%)
    - To avoid congestion (33%)

- They place significantly more emphasis than average on:

    - Health / fitness reasons
    - Environmental reasons
    - Cheaper to use this mode
    - To avoid congestion
    - Cost of parking
    - Difficulty of parking

- They place significantly less emphasis than average on:

    - Lack of alternative
    - Drive as part of my job
    - Other
    - Disability / illness
    - Dropping off / collecting children

Bus / Coach Users

- The main reasons bus / coach users choose that mode of transport to work are:

    - Lack of alternative (46%)
    - Most practical mode of transport (46%)
    - Cheaper to use this mode (35%)
    - Good links to public transport from home (34%)

- They place significantly more emphasis than average on:

    - Good links to public transport from home

- They place significantly less emphasis than average on:

    - Quicker than other means of transport
    - Free / cheap parking
    - Poor links to public transport from home
    - Convenience
    - Health / fitness reasons
    - Drive as part of my job
    - Don't like alternatives
    - Other
    - Safety

Q. Thinking about your journey to your usual place of work: do you usually:

- travel directly from home to work and work to home (linear)

or

- normally go via somewhere either on the way from home to work, or work to home, for example, to drop children at school, or to undertake caring responsibilities, or to another job etc. (non-linear).

If you sometimes stop off (for example at the shops), but this isn't something you would normally or have to do, please tick "linear"

Linear - normally there and back	84%
Non-linear - normally, via somewhere else	16%

- For the majority of respondents (84%), their journey to work is linear; they travel directly from home to work, and back again.
- 16% of respondents undertake a non-linear journey; going to or from work via somewhere else.

	Car / van users	**Walk / cycle**	**Bus / coach**
Linear - normally there and back	80%	96%	78%
Non-linear - normally, via somewhere else	20%	4%	22%

- Note that respondents who travel to work on foot or on a cycle are significantly more likely to undertake a linear journey (96%)

	Linear	**Non-Linear**
Lack of alternative	33%	44%
Environmental reasons	28%	10%
Disability / illness	2%	8%
Quicker than other means of transport	53%	49%
Don't like alternatives	11%	16%
Health / fitness reasons	26%	10%
Free / cheap parking available	22%	21%
Drive as part of my job	5%	14%
To avoid congestion	13%	5%
Dropping off / collecting children	3%	20%
Good links to public transport from home	5%	0%
Poor links to public transport from home	9%	13%
Convenience	43%	44%
Cost of parking	6%	5%
Poor links to public transport	19%	23%
Difficulty of parking	4%	0%
Cheaper to use this mode	33%	25%
Most practical method	46%	52%
Safety	11%	19%
Other	11%	7%

- Those who undertake linear journeys to work place greater emphasis on:
  - Environmental reasons
  - Health / fitness reasons

- Conversely, those who undertake non-linear journeys to work place greater emphasis on:
  - Dropping off / collecting children
  - Drive as part of my job
  - Disability / illness

Q. And how far, on average, do you travel to work each day (one way only)?

	Overall	Car / van users	Walk / cycle	Bus / coach	Linear	Non-Linear
Up to 1 mile	15%	4%	37%	12%	17%	5%
2 – 3 miles	40%	31%	50%	56%	32%	22%
4 – 5 miles	20%	25%	7%	26%	20%	20%
Over 5 miles	25%	40%	7%	6%	32%	54%

- Over half (55%) of the journeys that people take to / from work are under 3 miles; with the majority (40%) being between 2 and 3 miles.
- A further 20% of journeys are between 4 and 5 miles, and a quarter of journeys (25%) are over 5 miles.

- Unsurprisingly, those who use a car / van to travel to / from work have, on average, significantly longer journeys to / from work.
- Conversely, those who to travel to / from work on foot / on a cycle have, on average, significantly shorter journeys to / from work.
- Those who travel to / from work by bus / coach have, on average, longer journeys to / from work than those who travel on foot / on a cycle; but shorter journeys than car / van users.

- Again, unsurprisingly, those who take a non-linear journey to / from work have, on average, significantly longer journeys to / from work than those who take a linear journey.

Q. Does your employer have a travel to work scheme? This may be help to buy alternative forms of transport, such as a bike, or the provision of electric charging points at work, discounted public transport etc.?

	Overall	Car / van users	Walk / cycle	Bus / coach	Linear	Non-Linear
Yes	39%	43%	46%	27%	44%	28%
No	41%	40%	38%	50%	37%	56%
Don't know	21%	18%	17%	23%	19%	16%

- Around two fifths of respondents (39%) say that their employer has a travel to work scheme.
- A similar percentage (41%) say that their employer does not have a travel to work scheme.
- The remaining fifth of respondents (21%) are not sure if their employer has a travel to work scheme.

- Respondents who take a bus / coach or a non-linear journey to / from work are significantly less likely to say that their employer has a travel to work scheme.

Q. How easy would you find it to undertake your journey to work, using the following methods of transport?

	1 – Not at all	2	3	4	5 – Very	Average Score (out of 5)
Public transport	45%	19%	11%	10%	15%	2.31
Walking / mobility scooter	42%	14%	13%	9%	22%	2.54
Cycling	29%	14%	20%	15%	23%	2.90
Electric vehicle	27%	8%	17%	14%	33%	3.18
Park and ride	81%	11%	4%	2%	2%	1.33

	Overall	Car / van users	Walk / cycle	Bus / coach	Linear	Non-Linear
Public transport	2.31	1.87	2.54	4.28	2.42	2.15
Walking / mobility scooter	2.54	1.66	4.34	3.17	2.80	2.21
Cycling	2.90	2.26	4.46	2.99	3.16	2.65
Electric vehicle	3.18	3.48	2.95	2.42	3.15	3.13
Park and ride	1.33	1.33	1.34	1.32	1.34	1.18

- Respondents would find it particularly difficult to travel to / from work using a park and ride, although this opinion is likely based on the current park and ride provision in the city.
- As largely car users, they would find it easiest to travel to / from work using an electric vehicle.
- Respondents tend to feel that travelling to / from work would be easier by cycle, rather than on foot / mobility scooter or on public transport.

Car / Van Users

- Car / van users are significantly more likely than average to say they would find it easy to make their journey using an electrical vehicle.
- However, they are significantly less likely than average to say they would find it easy to make their journey by public transport, on foot / mobility scooter, or on a bicycle.

Walkers / Cyclists

- Unsurprisingly, walkers / cyclists are more likely than average to say they would find it easy to make their journey on foot / mobility scooter, or on a bicycle.

Bus / Coach Users

- Bus / coach users are significantly more likely than average to say they would find it easy to make their journey using public transport, or on foot / mobility scooter.
- However, they are significantly less likely than average to say they would find it easy to make their journey by electric vehicle.

Linear / Non-Linear Journeys

- Respondents who take linear journeys to / from work are significantly more likely than average to say they would find it easy to make their journey on foot / mobility scooter, or on a bicycle.
- Conversely, respondents who take non-linear journeys to / from work are significantly less likely than average to say they would find it easy to make their journey on foot / mobility scooter, or on a bicycle.

Q. How unlikely or likely is it that the following would change how you normally travel to work?

	-2 Very Unlikely	-1 Unlikely	0 Neither	+1 Likely	+ 2 Very Likely	Average Score (from -2 to +2)
Weather	48%	8%	12%	12%	19%	-0.54
Time of year	57%	8%	9%	14%	13%	-0.82
Daylight hours	57%	6%	10%	11%	16%	-0.79

	Overall	Car / van users	Walk / cycle	Bus / coach	Linear	Non-Linear
Weather	-0.54	-0.47	-0.70	-0.35	-0.42	-0.81
Time of year	-0.82	-0.61	-1.14	-1.04	-0.69	-1.27
Daylight hours	-0.79	-0.61	-1.14	-0.69	-0.61	-1.28

- The majority of respondents are unlikely to change how they travel to work based on any of the above.
- They are most likely to change their method of travel based on the weather, and least likely to change their method of travel based on the time of year.

Car / Van Users

- Car / van users are significantly more likely than average to say they would change their method of travel based on the time of year.

Walkers / Cyclists

- Walkers / cyclists are significantly less likely than average to say they would change their method of travel based on the time of year, or daylight hours.

Bus / Coach Users

- No significant differences.

Linear / Non-Linear Journeys

- Respondents who take linear journeys to / from work are significantly more likely than average to say they would change their method of travel based on the time of year and daylight hours.
- Conversely, respondents who take non-linear journeys to / from work are significantly less likely than average to say they would change their method of travel based on the time of year and daylight hours

Travel to School:

Q. How far, roughly, is it from your children's / grandchildren's home to school or college?

Up to 1 mile	28%
2 – 3 miles	56%
4 – 5 miles	8%
Over 5 miles	7%
Don't know	1%

- The significant majority (84%) of the journeys that people drive to take their children / grandchildren to school or college are under 3 miles; with 28% being less than a mile and 56% being between 2 and 3 miles.
- Only 8% of journeys are between 4 and 5 miles and only 7% are over 5 miles.
- 1% of respondents don't know how long the journey is.

Q. What are the main reasons for driving them, rather than using a different mode of transport?

Lack of alternative	32%
Adult / driver has an impairment or illness requiring car use	3%
Child has an impairment or illness requiring car use	17%
Quicker than other methods	31%
Don't like alternatives	10%
Convenience	37%
Cheaper to use this method	20%
Most practical method	43%
Safety	13%
Cost of travel	18%
They prefer it	11%
Public transport can't be relied on	29%
Not good link to public transport	23%
Distance / too far	24%
Too young	26%
Can't carry everything they need	22%
Don't know	2%
Other	24%

- The most common reasons for driving children / grandchildren to school or college, rather than using a different mode of transport, are:
  - Most practical method of transport (43%)
  - Convenience (37%)
  - Lack of alternative (32%)
  - Quicker than other means of transport (31%)
  - Public transport can't be relied on (29%)

Q. Does the school have any initiatives to encourage children to travel to school differently (for example, walking or cycling in groups)?

Yes	12%
No	51%
Don’t know	37%

- Only 12% of respondents who drive their children / grandchildren to school or college are aware of the school / college having any initiatives to encourage children to travel differently.
- Over half (51%) believe that the school / college does not have any such initiatives.
- 37% are not sure whether the school / college has any such initiatives or not.