



people's panel  
making your voice count



# People's Panel

## January 2026: Analysis Report

### **Ambition: Economic Growth That Works For All**

### **Ambition: Reaching Our Potential**

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# Executive Summary

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## Happiness and Wellbeing Tracker

We have been running these questions as a regular tracker since January 2020.

**Respondents are significantly more likely to feel positively rather than negatively.**

**The only exception is feelings of stress / anxiety, where a similar proportion of respondents say they do feel stressed or anxious (34%) as say they do not feel stressed or anxious (36%).**

Respondents currently rate their happiness and wellbeing significantly higher than when the same question was asked both one year ago and two years ago; demonstrating significantly higher levels of happiness, healthiness, hopefulness, and worthwhileness, and significantly lower levels of stress / anxiety.

## Household Finances and The Cost of Living

### Financial Planning

**Less than half of respondents save money regularly (45%), have money left over when they have paid all their bills (40%), have enough money to afford their lifestyle comfortably (36%), or say they are very good at managing their money (31%).**

**A third (32%) of respondents live to a very strict budget.**

**In addition, 15% of respondents are in debt, 13% are struggling to pay their bills and 12% worry about the amount of money they owe,**

Positively, over the last year, there has been both a significant increase in the proportion of respondents who save money regularly (+ 5pp) and a significant decrease in the proportion of respondents who live to a very strict budget (- 5pp). However, more negatively, over the same period, there has also been a significant decrease in the proportion of respondents who say they are very good at managing their money (- 6pp).

**When asked what they would do if they had a sudden financial emergency, where they needed £500 quickly, 39% would use their savings. This figure is broadly consistent with the earlier result which suggests that 45% of respondents regularly save money.**

The other most popular responses include using a credit card (20%) and using their current account / wages (18%).

**10% of respondents state that they either don't know what they would do (9%) or that they would simply ignore it (<1%).**

## Making Cuts

Over the last year, the majority of respondents (>50%), where applicable, have either made cuts, or already made as many cuts as possible, to the following:

- Non-essentials / luxuries e.g. eating out, days / nights out etc (74%)
- Memberships / subscriptions e.g. streaming services (66%)
- Food (63%)
- Energy and utilities e.g. gas, electricity, and water etc (62%)
- Travel e.g. fares and fuel etc (60%)
- Household essentials e.g. toiletries and clothes etc (59%)
- Technology services e.g. mobile phone and internet etc (58%)
- Vehicle running costs (55%)

A high proportion, where applicable, have also either made cuts, or already made as many cuts as possible, to loan / debt repayments (46%) and school / college costs (41%).

Whilst lower than other areas, over the last year, where applicable, over a quarter of respondents (27%) of have either made cuts, or already made as many cuts as possible, to rent / mortgage payments. Unlike many of the other types of costs listed, rent / mortgage payments tend to be a fixed cost, where making cuts cannot necessarily be achieved by reducing consumption, but necessitate either moving to cheaper accommodation or going into debt.

Respondents were asked about any other areas they may have made cuts over the last year. Analysis of this open text suggests:

**People are cutting back across almost every part of daily life, from basic essentials to social activities, holidays, and even personal wellbeing. Many describe being at or beyond the point of coping, with some comments showing clear emotional strain and a sense of shrinking independence.**

**Over half of respondents (54%) think that it is either likely (36%) or very likely (19%) that they will have to make further cuts to the amount they spend / use over the next year.**

This compares to 35% of respondents who think that it is either unlikely (22%) or very unlikely (12%) that they will have to make further cuts to the amount they spend / use over the next year.

## Worries and Concerns

**When it comes to concern about their current household financial situation, respondents tend to be split; with 39% who are currently concerned, compared to 42% who are not currently concerned**

This is not significantly different to when the same question was asked in a People's Panel survey in 2017.

**Nearly half of respondents (45%) believe that, over the last year, their household's financial situation has got worse.**

This compares to just 9% who believe their household's financial condition has got better.

However, compared to when this question was asked in the Peoples's Panel a year ago there has been both a significant decrease (- 6pp) in the proportion of respondents who feel their household's financial situation has got worse over the last year, and a significant increase (+ 7pp) in the proportion of respondents who feel their household's financial situation has stayed the same over the last year.

**Respondents are split again when it comes to thinking what their household's financial situation is likely to be like this time next year; with 40% who believing it will be worse, and 49% who believing it will have stayed the same.**

This compares to just 11% who believe their household's financial situation will have got better.

**Where applicable:**

- **Two thirds of responds (67%) are worried that their children will find it hard to get on in life.**
- **39% of respondents are worried that they will not be able to pay their bills.**
- **37% of respondents are worried that they, or their partner, will become unemployed.**
- **22% of respondents are worried they will lose their home.**

Since the same question was asked in a People's Panel survey in 2017 there has been a significant increase in the proportion of respondents who are worried that their children will find it hard to get on in life. (+ 13pp), who are worried they will not be able to pay their bills. (+ 11pp), and who are worried they will lose their home(+ 7pp).

### **Financial Stability Tracker**

We have been running these questions as a regular tracker since March 2022.

**The majority of respondents (78%) are either keeping up without any difficulties (44%) or only struggling occasionally (35%).**

**However, 19% overall are not doing well, financially: 14% find it a constant struggle to keep up, 2% are falling behind financially, and 4% are having real financial problems.**

Compared to when the same question was asked both one year ago, and two years ago, in the People's Panel, there has been a small, but significant, decrease (- 3pp) in the proportion of respondents who are falling behind with some bills / credit commitments.

### **Ambition: Economic Growth That Works For All**

#### **Key Priorities**

Previous research has identified 11 priorities linked to the ambition of "Economic Growth That Works For All":

1. High quality apprenticeships / retraining opportunities for all age groups
2. Entry-level jobs for unemployed people and those who find getting work more difficult
3. Vocational learning in schools and colleges
4. Regeneration and renewal of the city centre, to boost the high street, tourism etc
5. Improving your local neighbourhood
6. A clean, green sustainable city
7. Investing in culture, heritage and leisure attractions, shopping, and initiatives
8. Support investment and growth in research, development, and innovation
9. Improve transport connectivity across the city
10. Improve and increase higher skills
11. Increase the amount spent locally on goods and services supplied by local businesses

First respondents were asked to rate how important they felt each was to achieving the ambition:

**At least two thirds of respondents (>67%) think that each of the eleven priorities listed are important; suggesting that all of these priorities align with resident priorities.**

Then respondents were asked to pick 5 that they felt we should prioritise.

**Comparing the level of importance and priority placed on each has identified the following as the most important and of the highest priority, and therefore key resident priorities moving forward:**

- **Entry-level jobs for unemployed people and those who find getting work more difficult**
- **High quality apprenticeships / retraining opportunities for all age groups**
- **Improve transport connectivity across the city**

Finally, respondents were provided with a list of ten performance metrics, to gauge public perception of progress against the “Economic Growth That Works For All”: ambition. For each they were asked whether things had got worse, stayed the same, or got better in the last year:

**For all ten, more respondents think that things have got worse over the last year, than think they have got better.**

**Notably, more than half of respondents (>50%) believe that the following have got worse over the last year:**

- **Number of vacant properties in the city / your local area (70%)**
- **Number and variety of shops and businesses in your local area (68%)**
- **Availability of local housing (58%)**
- **Number of businesses succeeding locally (57%)**
- **Roads and transport infrastructure improvements in the city (55%)**
- **Affordability of local housing (54%)**
- **Availability of jobs (53%)**
- **Your household’s disposable income (52%)**

Less than 10% of respondents think that any of the things listed have got better over the last year, with the exception of major developments / re-developments and new infrastructure (19%). This is reflected in some of the positive open text comments about Hull’s economic future collected in a later question (see “Local Economy” section below).

### The National Economy

**Approximately three quarters of respondents (74%) are currently concerned about the UK economy (74%).**

Since the same question was asked in a People’s Panel survey in 2017 there has been a significant increase (+ 12pp) in the proportion of respondents who are currently worried that the UK economy.

**The same proportion of respondents (74%) believe that, over the last year, the UK economy has got worse.**

This compares to just 5% who believe the UK economy has got better.

**Finally, nearly two thirds of respondents (63%) believe that this time next year, the UK economy will have got worse.**

This compares to just 11% who believe the UK economy will have got better.

## The Local Economy

**Approximately three quarters of respondents (73%) are currently concerned about the local economy.**

Since the same question was asked in a People's Panel survey in 2017 there has been a significant increase (+ 16pp) in the proportion of respondents who are currently worried that the local economy.

**Over two thirds of respondents (68%) believe that, over the last year, the local economy has got worse.**

This compares to just 1% who believe the local economy has got better.

**60% of respondents believe that this time next year, the local economy will have got worse.**

This compares to just 8% who believe the local economy will have got better.

**Just 15% of respondents feel either very positive (<1%) or positive (15%) about Hull's economic future.**

Remaining respondents are split between those who feel very negatively or negatively about Hull's negative future (41%), and those who feel neither positively nor negatively about Hull's economic future (44%).

Residents who feel positive about Hull's economic future were asked to tell us why:

**Overall, people feel optimistic because they see visible progress, major investment, and a sense that Hull is becoming more attractive for visitors, residents, and businesses. Many comments highlight infrastructure improvements, cultural regeneration, and momentum around renewable energy and green industries. Alongside this, several respondents mention a growing sense of pride, community spirit, and renewed reputation—with national attention helping to boost confidence.**

Similarly, residents who feel negative about Hull's economic future were asked to tell us why:

**Overall, people feel pessimistic because they see visible decline, poor leadership, lack of investment, and a struggling city centre marked by empty shops, unreliable transport, and worsening social issues. Many express the sense that Hull is falling behind other cities, with little to attract businesses, retain talent, or improve quality of life. There is also widespread frustration about slow or mismanaged projects, insufficient government support, and a belief that money is being spent in the wrong places while essential issues remain unaddressed.**

## Ambition: Reaching Our Potential

### Key Priorities

Previous research has identified 6 priorities linked to the ambition of "Reaching Our Potential":

1. Providing Hull's workforce with the skills and job opportunities needed for the future to support business innovation, competitiveness and enhance productivity locally
2. Encouraging and supporting enterprise and innovation by developing key workplace skills and creativity
3. Expanding skills and training access to more types of residents, e.g. older people, unemployed people etc

4. Delivering quality apprenticeships in more sectors / skills areas and support local businesses to provide structured career paths
5. Enhancing education for young people to include workplace and employability skills, and supporting collaboration among schools and training providers
6. Providing flexible and accessible education, skills, and training provision for all, especially those who need it most

First respondents were asked to rate how important they felt each was to achieving the ambition:

**The significant majority of respondents (>82%) think that each of the six priorities listed are important; suggesting that all of these priorities significantly align with resident priorities.**

Then respondents were asked to pick 3 that they felt we should prioritise.

**Comparing the level of importance and priority placed on each has identified the following as the most important and of the highest priority, and therefore key resident priorities moving forward:**

- **Providing Hull's workforce with the skills and job opportunities needed for the future to support business innovation, competitiveness and enhance productivity locally**
- **Enhancing education for young people to include workplace and employability skills, and supporting collaboration among schools and training providers**
- **Delivering quality apprenticeships in more sectors / skills areas and support local businesses to provide structured career paths**

### Lifelong Learning

Respondents were asked to pick from a list of 18 options, what they feel are the main benefits of lifelong learning.

**Overall, 99% of respondents agree that there is at least one benefit of lifelong learning.**

**Over half of respondents (55%) think that the main benefit of lifelong learning is brain health e.g. thinking, reasoning, and remembering.**

More than a third (>33%) also think that the main benefits of lifelong learning include personal growth (47%), job security / career advancement (41%), boosting self-confidence (40%), wellbeing / greater happiness (37%), increased employability (36%), and acquiring new skills and knowledge (36%).

**Overall, approximately 90% of respondents express an interest in undertaking some kind of study or learning in the future.**

**Over half of respondents (57%) would most like to do personal enrichment and growth type learning / study, including hobbies or self-improvement e.g. gardening or learning a new language.**

This is then followed by career advancement and professional development :e.g. to facilitate career development (42%), and vocational and technical (job-specific) training: e.g. apprenticeship (32%).

**A small majority (31%) would prefer to attend a course near to where they live. However, responses are broadly split between this, those who would prefer to attend a course online (23%), and those who don't have any preference where they attend a course (21%).**

Only 10% of respondents stated that they would prefer to attend a course in the city centre.

# Background and Methodology

## Background

In 2023 Hull City Council and our partners asked local people, in our Community Strategy Survey, to tell us about their ambitions and aspirations for themselves, their local area and for the city, over the next 10 years. These [results](#) of this conversation with local people were used to create the [Community Plan](#).

In response, Hull City Council developed the **Hull Council Plan**: how the Council will deliver its part of the Community Plan. Since then, Hull City Council has been working towards fulfilling the ambitions that residents identified. To help us to understand what residents prioritise, and how we are performing, between January and February 2026 we asked about:

- Happiness and Wellbeing Tracker
- Household Finances and The Cost of Living
- Financial Stability Tracker
- **Council Plan Ambition: Economic Growth That Works For All**
- **Council Plan Ambition: Reaching Our Potential**

This survey repeats some questions that were asked in previous People's Panel surveys so that responses can be tracked over time and significant changes identified. Results from these previous surveys are available on the Hull Data Observatory: <https://data.hull.gov.uk/panel/results/>

## Methodology

This survey was open to People's Panel members, and non-members, across Hull and East Riding, over a seven-week period between January and February 2026. 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

As usual, an electronic version of the survey was emailed to over 5,000 online People's Panel members. A non-member version of the survey was also made available through the Hull City Council Your Say website and promoted on social media, and via the council's email subscription list.

## Response Rate

Method	Count	%
Member	971	82.9%
Non-Member	200	17.1%
<b>Total</b>	<b>1171</b>	

Local Authority Residence	Count	%
Hull	1028	87.8%
East Riding	131	11.2%
Not Hull or East Riding	1	0.1%
No Postcode Provided	11	0.9%
<b>Total</b>	<b>1171</b>	

1,028 responses came from residents with a Hull postcode. There are an estimated 220,005 residents of Hull aged 16 +. **This means that any figures reported for Hull have a confidence interval of 3.05% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.05 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 (1028)		Hull Pop	Weighted Sample
Gender	Female (inc. MTF)	493	48.1%	49.9%	48.1%
	Male (inc. FTM)	527	51.4%	50.1%	50.1%
	Other / non-binary	6	0.6%	-	1.8%
LLTI (impairment or illness)	No	521	50.9%	76.7%	70.2%
	Yes	503	49.1%	23.3%	29.8%
Age group	16-34	45	4.5%	33.7%	21.2%
	35-44	76	7.5%	17.8%	21.2%
	45-54	138	13.7%	14.4%	18.3%
	55-64	262	26.0%	14.7%	17.3%
	65-74	334	33.1%	10.7%	13.1%
	75+	153	15.2%	8.7%	9.0%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	42	4.1%	15.0%	10.5%
	White British	985	95.9%	85.0%	89.5%

**Note: Responses are not weighted geographically. The People's Panel is a citywide survey, and it is not possible to produce ward level results**

## 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, where appropriate, 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 be dissatisfied / disagree; with values closer to -2 suggesting they are more dissatisfied / disagree more strongly.

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

# Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	4%	15%	28%	41%	11%
Healthy	4%	18%	36%	34%	8%
Lonely	31%	25%	24%	17%	3%
Anxious / Stressed	14%	22%	30%	28%	6%
Worthwhile	4%	17%	27%	33%	19%
Optimistic	6%	18%	33%	30%	13%
Hopeful	6%	17%	31%	32%	13%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Jan 2024	One Year Ago Jan 2025	January 2026
Happy	65%	51%	45%	45%	53%
Healthy	51%	50%	38%	45%	42%
Not Lonely	58%	50%	55%	54%	57%
Not Stressed / Anxious	36%	31%	30%	31%	36%
Worthwhile	56%	50%	46%	44%	52%
Optimistic	-	-	38%	39%	43%
Hopeful	-	-	40%	40%	45%

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Jan 2024	One Year Ago Jan 2025	January 2026
Unhappy	14%	23%	23%	26%	19%
Unhealthy	20%	20%	30%	30%	23%
Lonely	23%	26%	19%	24%	20%
Stressed / Anxious	36%	41%	39%	39%	34%
Not worthwhile	14%	15%	20%	19%	20%
Pessimistic	-	-	31%	28%	24%
Not hopeful	-	-	23%	25%	23%

As usual, respondents are significantly more likely to feel positively rather than negatively.

The only exception is feelings of stress / anxiety, where a similar proportion of respondents say they do feel stressed or anxious (34%) as say they do not feel stressed or anxious (36%).

Compared to one year ago, respondents clearly have better happiness / wellbeing:

- There has been a significant increase (+ 8pp) in the proportion of respondents who feel worthwhile.
- There has been a significant increase (+ 7pp) in the proportion of respondents who feel happy.
- There has been a significant decrease (- 7pp) in the proportion of respondents who feel unhealthy.
- There has been a significant decrease (- 5pp) in the proportion of respondents who feel lonely.
- There has been a significant decrease (- 5pp) in the proportion of respondents who feel stressed / anxious.
- There has been a significant increase (+ 5pp) in the proportion of respondents who feel hopeful.

Similarly, respondents also have better happiness / wellbeing compared to two years ago:

- There has been a significant increase (+ 8pp) in the proportion of respondents who feel happy.
- There has been a significant decrease (- 7pp) in the proportion of respondents who feel unhealthy.
- There has been a significant increase (+ 6pp) in the proportion of respondents who feel worthwhile.
- There has been a significant decrease (- 5pp) in the proportion of respondents who feel stressed / anxious.
- There has been a significant increase (+ 5pp) in the proportion of respondents who feel optimistic.
- There has been a significant increase (+ 5pp) in the proportion of respondents who feel hopeful.

## Household Finances and The Cost of Living

Q. Which of the following best describes you at the moment?

	2025	2026	Direction
I save money regularly	39%	45%	▲
I am very good at managing money	37%	31%	▼
I live to a very strict budget	37%	32%	▼
I have money left over when I have paid all of my bills	36%	40%	No Sig Change
I have enough money to afford my lifestyle comfortably	36%	36%	No Sig Change
I worry about the amount of money I owe	15%	12%	No Sig Change
I am in debt	14%	15%	No Sig Change
I am struggling to pay bills	12%	13%	No Sig Change
None of these	4%	3%	No Sig Change

- **Less than half of respondents save money regularly (45%), have money left over when they have paid all their bills (40%), have enough money to afford their lifestyle comfortably (36%), or are very good at managing their money (31%).**
- **A third (32%) of respondents live to a very strict budget.**
- In addition, 15% of respondents are in debt, 13% are struggling to pay their bills and 12% worry about the amount of money they owe,
- **Positively, over the last year, there has been both a significant increase in the proportion of respondents who save money regularly (+ 5pp) and a significant decrease in the proportion of respondents who live to a very strict budget (- 5pp).**
- **However, more negatively, over the same period, there has also been a significant decrease in the proportion of respondents who are very good at managing their money (- 6pp).**

Q. Over the last year, have you / your household spent on any of the following?

	2025	2026	Direction
Food	98%	98%	No Sig Change
Household essentials	98%	98%	No Sig Change
Energy and utilities	96%	97%	No Sig Change
Technology services	96%	97%	No Sig Change
Travel	91%	94%	▲
Non-essentials / luxuries	95%	93%	No Sig Change
Memberships / subscriptions	80%	82%	No Sig Change
Vehicle running costs	78%	80%	No Sig Change
Rent / mortgage	63%	68%	▲
Loan / debt repayment	44%	48%	No Sig Change
School / college costs	26%	30%	No Sig Change

• Over the last year, the significant majority of respondents (>90%) have spent money on the following:

- Food (98%)
- Household essentials e.g. toiletries and clothes etc (98%)
- Energy and utilities e.g. gas, electricity, and water etc (97%)
- Technology services e.g. mobile phone and internet etc (97%)
- Travel e.g. fares and fuel etc (94%)
- Non-essentials / luxuries e.g. eating out, days / nights out etc (93%)

• Less than half of respondents have spent money on school / college costs (30%) or loan / debt repayments (48%).

• Compared to a year ago, there has been a significant increase in the proportion of respondents who have spent money on both rent / mortgage (+ 5pp) and travel e.g. fares and fuel etc (+ 3pp).

**Of those respondents who have specifically incurred the specified type of cost over the last year:**

Q. Over the last year, have you had to make cuts to any of the following, due to your personal financial situation?

	No , I have made no cuts	Yes, I have made small cuts	Yes, I have made significant cuts	No, I have cut this as much as possible already	Total Cutting or Cut As Much as Possible
Non-essentials / luxuries	26%	30%	28%	16%	74%
Memberships / subscriptions	34%	32%	22%	12%	66%
Food	37%	38%	18%	7%	63%
Energy and utilities	38%	37%	14%	11%	62%
Travel	40%	28%	20%	12%	60%
Household essentials	41%	33%	16%	10%	59%
Technology services	42%	32%	16%	10%	58%
Vehicle running costs	46%	27%	14%	14%	55%
Loan / debt repayment	54%	13%	17%	16%	46%
School / college costs	59%	15%	13%	14%	41%
Rent / mortgage	73%	9%	7%	12%	27%

- Where applicable, over the last year, the **majority** of respondents (>50%) have either made cuts, or already made as many cuts as possible, to the following:
  - Non-essentials / luxuries e.g. eating out, days / nights out etc (74%)
  - Memberships / subscriptions e.g. streaming services (66%)
  - Food (63%)
  - Energy and utilities e.g. gas, electricity, and water etc (62%)
  - Travel e.g. fares and fuel etc (60%)
  - Household essentials e.g. toiletries and clothes etc (59%)
  - Technology services e.g. mobile phone and internet etc (58%)
  - Vehicle running costs (55%)
- Over the last year a high proportion, where applicable, have also either made cuts, or already made as many cuts as possible, to loan / debt repayments (46%) and school / college costs (41%).
- Whilst lower than other area, over the last year, where applicable, over a quarter of respondents (27%) of have either made cuts, or already made as many cuts as possible, to rent / mortgage payments.
- Unlike many of the other types of costs listed, rent / mortgage payments tend to be a fixed cost, where making cuts cannot necessarily be achieved reducing consumption, but necessitate either moving to cheaper accommodation or going into debt.

Q. Are there any other areas where you have made cuts over the last year?

## 118 Open Responses

**Summary:** People are cutting back **across almost every part of daily life**, from basic essentials to social activities, holidays, and even personal wellbeing. Many describe being **at or beyond the point of coping**, with some comments showing clear emotional strain and a sense of shrinking independence.

### Main Themes:

- 1. Social life, leisure and going out:** Eating out, coffees, days out, cinema and events, meeting friends and family, hobbies (sports, art classes, snooker, gardening groups, pubs)
- 2. Holidays and travel:** No holidays at all, fewer breaks, cheaper options (camping, UK only), cutting back long-distance travel to see family, not running a car, or driving less
- 3. Clothing, personal care and “non-essential” spending:** Buying new clothes (often switching to second-hand), haircuts / beauty treatments, gifts for birthdays / Christmas, pets (treats, insurance, rehoming in some cases)
- 4. Home energy, heating, and general utilities:** Heating use (often to uncomfortable levels), electricity, and water (e.g., reusing water, sitting in the dark), cancelling subscriptions (Sky, Netflix)
- 5. Food and everyday essentials:** Buying less food, choosing cheaper or “yellow sticker” items, cutting back on healthier food despite medical needs, switching school meals to packed lunches due to cost
- 6. Charitable giving:** Stopped giving to charities entirely or reduced donations to food banks or other causes
- 7. Housing, repairs, and maintenance:** Delaying home repairs, moving house to reduce costs, cutting back on home improvements or décor
- 8. Emotional and wellbeing impact:** Isolation (“I no longer go out”, “I never leave the house”), decline in physical

Q. Over the next year, how likely is it that you will have to make cuts / further cuts to the amount you spend / use?

Very Unlikely	12%
Unlikely	22%
Likely	36%
Very Likely	19%
Can't Cut Any Further	4%
Don't Know / Not Sure	7%

- **Over half of respondents (54%) think that it is either likely (36%) or very likely (19%) that they will have to make further cuts to the amount they spend / use over the next year.**
- This compares to 35% of respondents who think that it is either unlikely (22%) or very unlikely (12%) that they will have to make further cuts to the amount they spend / use over the next year.
- 4% of respondents state they don't think they could possibly make any more cuts over the next year – which puts them in a high-risk category in terms of financial security, should prices / their need for consumption increase etc.

Q. Imagine your household had a sudden financial emergency and you needed £500 quickly - for example, your car needed repairing, or an unexpected bill arrived. What are you most likely to do?

	2025	2026	
Pay it out of my savings	42%	39%	No Sig Change
Use a credit card to pay for it	18%	20%	No Sig Change
Pay for out of my current account / wages	17%	18%	No Sig Change
Borrow from friends or family	9%	9%	No Sig Change
Don't know what I would do	8%	9%	No Sig Change
Arrange to pay off over time	2%	3%	No Sig Change
Get a short-term loan	1%	1%	No Sig Change
Other	1%	1%	No Sig Change
Ignore it	1%	1%	No Sig Change
Get another type of loan	1%	<1%	No Sig Change

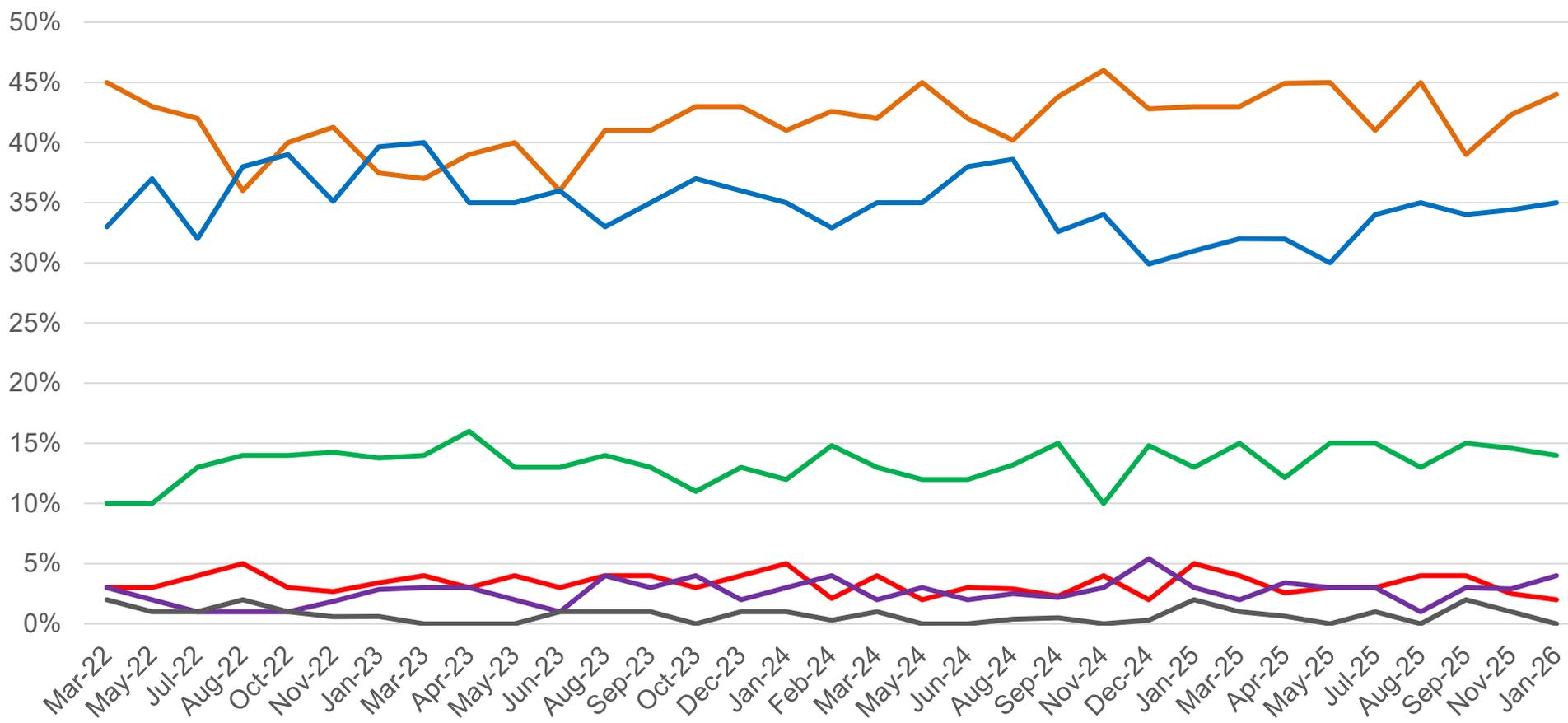
- **The largest proportion of respondent's state that in a sudden financial emergency, where they needed £500 quickly, they would use their savings (39%).**
- This figure is broadly consistent with the earlier result which suggests that 45% of respondents regularly save money.
- Whilst lower (- 3pp) than when the question was asked a year ago, it is not significantly different.
- The other most popular responses include using a credit card (20%) and using their current account / wages (18%)
- **10% of respondents state that they either don't know what they would do (9%) or that they would simply ignore it (<1%).**
- The proportion of respondents who say they don't know what they would do has or that they would simply ignore it has not changed significantly from when the question was asked a year ago.

# Financial Stability Tracker

Q. Which one of the following best describes your household?

	Two Year Ago Jan 24	One Year Ago Jan 25	January 2026	Change from Jan 24	Change from Jan 25
Keeping up with bills / credit commitments without any difficulties	41%	43%	44%	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a struggle from time to time	35%	31%	35%	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a constant struggle	12%	13%	14%	No Sig Change	No Sig Change
Falling behind with some bills / credit commitments	5%	5%	2%	▼	▼
Having real financial problems, have fallen behind with many bills / credit commitments	3%	3%	4%	No Sig Change	No Sig Change
Don't have any bills / credit commitments	1%	2%	<1%	No Sig Change	No Sig Change

- **The majority of respondents (78%) are either keeping up without any difficulties (44%) or only struggling occasionally (35%).**
- However, 19% overall are not doing well, financially: 14% find it a constant struggle to keep up, 2% are falling behind financially, and 4% are having real financial problems.
- <1% of respondents state that they do not have any bills or credit commitments.
- **Compared to when the same question was asked both one year ago and two years ago in the People's Panel there has been a small, but significant, decrease (- 3pp) in the proportion of respondents who are falling behind with some bills / credit commitments.**



- Keeping up with bills / credit commitments without any difficulties
- Keeping up with bills / credit commitments, but it is a struggle from time to time
- Keeping up with bills / credit commitments, but it is a constant struggle
- Falling behind with some bills / credit commitments
- Having real financial problems, have fallen behind with many bills / credit commitments
- Don't have any bills / credit commitments

# Ambition: Economic Growth That Works For All

Q. How important do you think the following priorities are?

	1 - Not at All	2	3	4	5 - Very	% Important (Score 4 + 5)
Entry-level jobs for unemployed people and those who find getting work more difficult	2%	2%	9%	29%	59%	88%
High quality apprenticeships / retraining opportunities for all age groups	1%	2%	11%	24%	63%	86%
Vocational learning in schools and colleges	1%	4%	16%	35%	44%	79%
Improve transport connectivity across the city	1%	5%	18%	30%	47%	77%
Regeneration and renewal of the city centre, to boost the high street, tourism etc	1%	4%	20%	29%	45%	74%
A clean, green sustainable city	4%	7%	16%	31%	41%	72%
Improving your local neighbourhood	1%	6%	24%	35%	35%	69%
Increase the amount spent locally on goods and services supplied by local businesses	1%	4%	26%	36%	33%	69%
Investing in culture, heritage and leisure attractions, shopping, and initiatives	2%	8%	21%	35%	34%	69%
Improve and increase higher skills	1%	6%	25%	37%	31%	68%
Support investment and growth in research, development, and innovation	2%	6%	26%	35%	32%	67%

- **At least two thirds of respondents (>67%) think that each of the eleven priorities listed are important; suggesting that all of these priorities align with resident priorities.**
- **The significant majority of respondents (>85%) think that the following priorities are important:**
  - **Entry-level jobs for unemployed people and those who find getting work more difficult (88%)**
  - **High quality apprenticeships / retraining opportunities for all age groups (86%)**
- **Over three quarters (75%) of respondents also think that the following priorities are also important:**
  - **Vocational learning in schools and colleges (79%)**

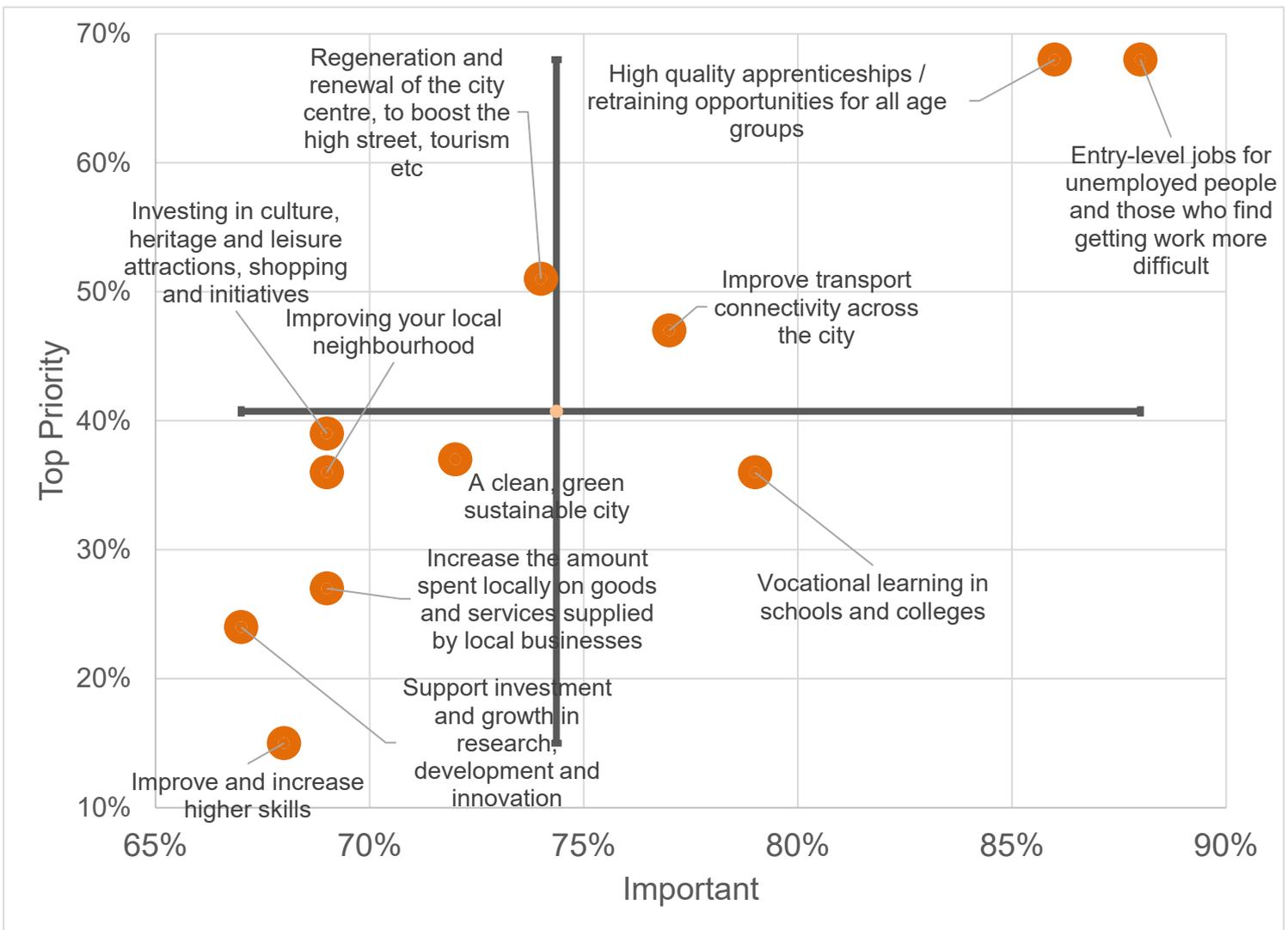
- Improve transport connectivity across the city (77%)

**Q. Which of the following do you think are the areas we should prioritise? Please tick up to 5 boxes**

Entry-level jobs for unemployed people and those who find getting work more difficult	68%
High quality apprenticeships / retraining opportunities for all age groups	68%
Regeneration and renewal of the city centre, to boost the high street, tourism etc.	51%
Improve transport connectivity across the city	47%
Investing in culture, heritage and leisure attractions, shopping, and initiatives	39%
A clean, green sustainable city	37%
Improving your local neighbourhood	36%
Vocational learning in schools and colleges	36%
Increase the amount spent locally on goods and services supplied by local businesses	27%
Support investment and growth in research, development, and innovation	24%
Improve and increase higher skills	15%
Other	2%
None of these	<1%

- **Less than 1% of respondents do not believe we should prioritise any of the eleven areas listed.**
- **A high proportion of respondents believe we should prioritise:**
  - **Entry-level jobs for unemployed people and those who find getting work more difficult (68%)**
  - **High quality apprenticeships / retraining opportunities for all age groups (68%)**
  - **Regeneration and renewal of the city centre, to boost the high street, tourism etc. (51%)**
  - **Improve transport connectivity across the city (47%)**
- Respondents are then split between those who think we should prioritise the following:
  - Investing in culture, heritage and leisure attractions, shopping, and initiatives (39%)
  - A clean, green sustainable city (37%)
  - Improving your local neighbourhood (36%)
  - Vocational learning in schools and colleges (36%)
- Respondents are least likely to think we should prioritise the following:
  - Improve and increase higher skills (15%)
  - Support investment and growth in research, development, and innovation (24%)
  - Increase the amount spent locally on goods and services supplied by local businesses (27%)

## Key Priorities: Economic Growth That Works For All



### More Important and More of a Priority

- Entry-level jobs for unemployed people and those who find getting work more difficult
- High quality apprenticeships / retraining opportunities for all age groups
- Improve transport connectivity across the city

### Less Important but More of a Priority

- Regeneration and renewal of the city centre, to boost the high street, tourism etc.

### More Important but Less of a Priority

- Vocational learning in schools and colleges

### Less Important and Less of a Priority

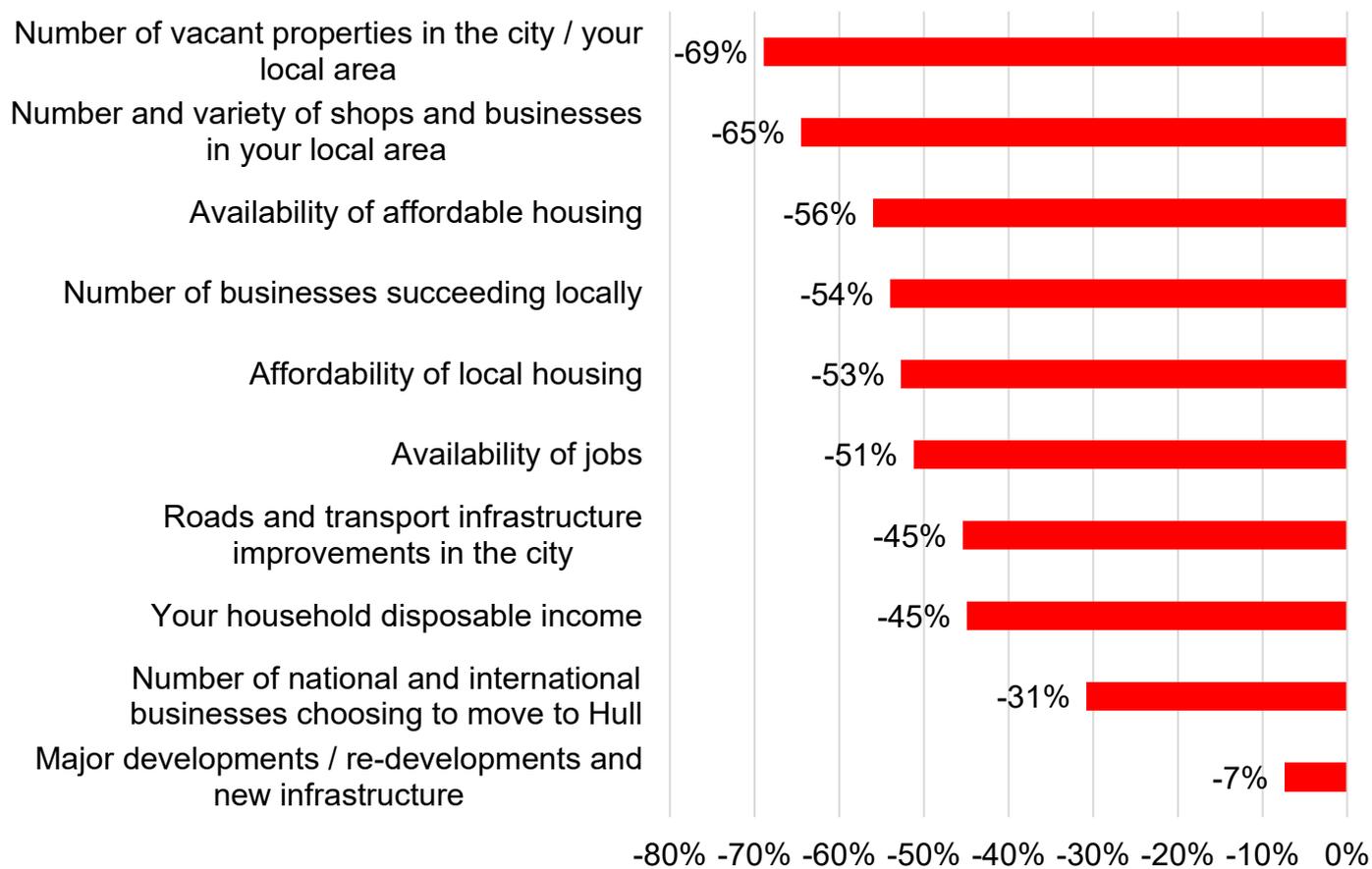
- A clean, green sustainable city
- Investing in culture, heritage and leisure attractions, shopping, and initiatives
- Improving your local neighbourhood
- Increase the amount spent locally on goods and services supplied by local businesses
- Support investment and growth in research, development, and innovation
- Improve and increase higher skills

Q. Thinking about Hull and the local economy, do you think the following have got worse, stayed the same, or got better?

	<b>Got Worse</b>	<b>Stayed The Same</b>	<b>Got Better</b>
Number of national and international businesses choosing to move to Hull	40%	51%	9%
Number of businesses succeeding locally	57%	39%	3%
Number and variety of shops and businesses in your local area	68%	29%	3%
Number of vacant properties in the city / your local area	70%	29%	1%
Affordability of local housing	54%	45%	1%
Availability of affordable housing	58%	40%	2%
Roads and transport infrastructure improvements in the city	55%	36%	10%
Major developments / re-developments and new infrastructure	27%	54%	19%
Your household disposable income	52%	40%	7%
Availability of jobs	53%	46%	2%

- **More than half of respondents (>50%) believe that the following have got worse over the last year:**
  - **Number of vacant properties in the city / your local area (70%)**
  - **Number and variety of shops and businesses in your local area (68%)**
  - **Availability of local housing (58%)**
  - **Number of businesses succeeding locally (57%)**
  - **Roads and transport infrastructure improvements in the city (55%)**
  - **Affordability of local housing (54%)**
  - **Availability of jobs (53%)**
  - **Your household disposable income (52%)**
  
- **Approximately half of respondents (50%) believe that the following have stayed the same over the last year:**
  - **Major developments / re-developments and new infrastructure (54%)**
  - **Number of national and international businesses choosing to move to Hull (51%)**
  
- **Less than 10% of respondents think that any of the things listed have got better over the last year, with the exception of major developments / re-developments and new infrastructure (19%).**

## Net Progress In Last Year (% Got Better - % Got Worse)



- For all ten of the areas listed, more respondents think that things have got worse over the last year, than think they have got better.

Q. How worried, if at all, are you about each of the following?

**N/A Removed: % figure is the proportion of those respondents who for whom the question is applicable**

	Not at all worried	Not very worried	Fairly worried	Very worried	% Fairly or Very Worried
You / your partner will become unemployed	28%	35%	24%	12%	37%
You will lose your home	45%	33%	13%	9%	22%
You will not be able to pay your bills	28%	33%	27%	13%	39%
Your children will find it hard to get on in life	13%	21%	33%	33%	67%

Where applicable:

- Two thirds of respondents (67%) are worried that their children will find it hard to get on in life.
- 39% of respondents are worried that they will not be able to pay their bills.
- 37% of respondents are worried that they, or their partner, will become unemployed.
- 22% of respondents are worried they will lose their home.

	2017	2026	Direction
You / your partner will become unemployed	35%	37%	No Sig Change
You will lose your home	15%	22%	▲
You will not be able to pay your bills	28%	39%	▲
Your children will find it hard to get on in life	54%	67%	▲

Since the same question was asked in a People's Panel survey in 2017:

- There has been a significant increase (+ 13pp) in the proportion of respondents who are worried that their children will find it hard to get on in life.
- There has been a significant increase (+ 11pp) in the proportion of respondents who are worried they will not be able to pay their bills.
- There has been a significant increase (+ 7pp) in the proportion of respondents who are worried they will lose their home.

Q. Currently, how concerned are you with each of the following?

	1 - Not at all concerned	2	3	4	5 - Very concerned	% Concerned (Score 4 + 5)
The UK economy	2%	6%	18%	29%	45%	74%
The local economy	1%	5%	20%	36%	38%	73%
My household's financial situation	18%	24%	23%	18%	17%	39%

- Approximately three quarters of respondents are currently concerned about both the UK economy (74%) and the local economy (73%).
- Respondents are split when it comes to their own household's financial situation, where 39% are currently concerned, compared to 42% who are not currently concerned. .

	2017	2026	Direction
The UK economy	62%	74%	▲
The local economy	57%	73%	▲
My household's financial situation	39%	39%	No Sig Change

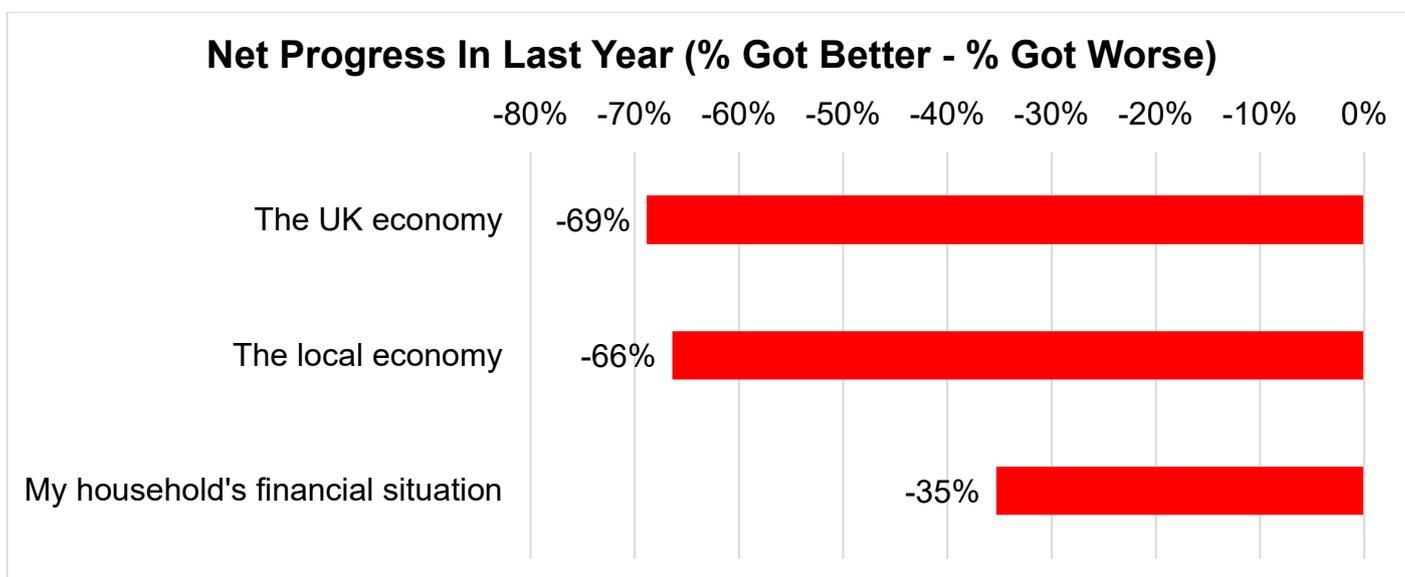
Since the same question was asked in a People's Panel survey in 2017:

- There has been a significant increase (+ 16pp) in the proportion of respondents who are currently worried that the local economy.
- There has been a significant increase (+ 12pp) in the proportion of respondents who are currently worried that the UK economy.

Q. Over **the last year**, do you feel that the following have got worse, stayed the same, or got better?

	Got Worse	Stayed The Same	Got Better
The UK economy	74%	21%	5%
The local economy	68%	31%	1%
My household's financial situation	45%	46%	9%

- **Nearly three quarters of respondents (74%) believe that, over the last year, the UK economy has got worse.**
- **And over two thirds of respondents (68%) believe that, over the last year, the local economy has got worse.**
- Respondents are split when it comes to their own household's financial situation, where 46% believe that, over the last year, their household's financial situation has stayed the same, compared to 45% who believe that their household's financial situation has got worse.



- **For all three metrics, significantly more respondents think that things have got worse over the last year, than think they have got better.**

My household's financial situation

	2025	2026	Direction
Got Worse	51%	45%	▼
Stayed the Same	39%	46%	▲
Got Better	10%	9%	No Sig Change

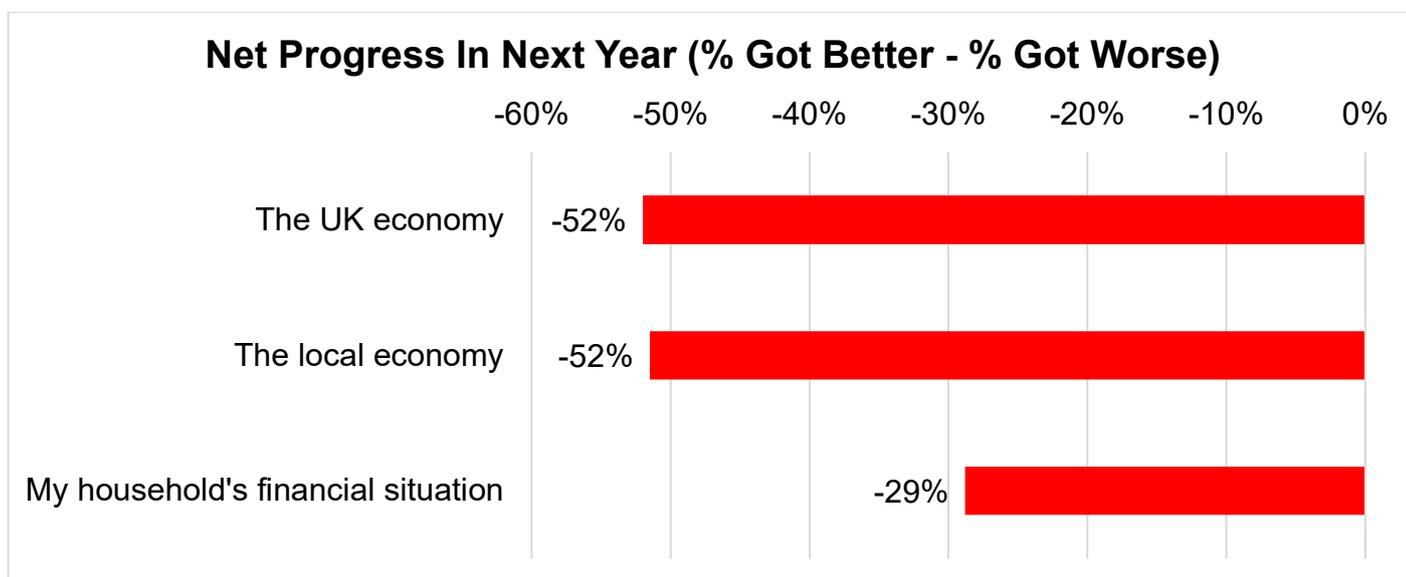
Respondents were asked the same question about their households financial situation a year ago, since when:

- **There has been a significant decrease (- 6pp) in the proportion of respondents who feel their household's financial situation has got worse over the last year.**
- **There has been a significant increase (+ 7pp) in the proportion of respondents who feel their household's financial situation has stayed the same over the last year.**

Q. Thinking ahead to **this time next year**, do you feel that the following will have got worse, stayed the same, or got better?

	Got Worse	Stayed The Same	Got Better
The UK economy	63%	26%	11%
The local economy	60%	32%	8%
My household's financial situation	40%	49%	11%

- **Nearly two thirds of respondents (63%) believe that this time next year, the UK economy will have got worse.**
- **And 60% of respondents (68%) believe that this time next year, the local economy will have got worse.**
- Respondents are split when it comes to their own household's financial situation, where 49% believe that this time next year, their household's financial situation will have stayed the same, compared to 40% who believe that their household's financial situation will have got worse.



- **For all three metrics, significantly more respondents think that things will get worse over the next year, than think they will get better.**

My household's financial situation

	2025	2026	Direction
Got Worse	38%	40%	No Sig Change
Stayed the Same	44%	49%	No Sig Change
Got Better	17%	11%	No Sig Change

Respondents were asked the same question about their households financial situation a year ago, since when:

- **There has been no significant change in how respondents expect their household financial situation to be in a years' time.**

Q. How positive do you feel about Hull's economic future?

	2025	2026	Direction
Very negative	8%	12%	▲
Negative	26%	29%	No Sig Change
Neither negative nor positive	42%	44%	No Sig Change
Positive	23%	15%	▼
Very positive	1%	<1%	No Sig Change

- **Just 15% of respondents feel either very positive (<1%) or positive (15%) about Hull's economic future.**
- This compares to 41% of respondents who feel either very negative (12%) or negative (29%) about Hull's economic future.
- 44% of respondents feel neither positive nor negative about Hull's economic future

**Compared to when the same question was asked one year ago:**

- **There has been a significant increase (+ 4pp) in the proportion of respondents who feel very negative about Hull's economic future.**
- **There has been a significant decrease (- 8pp) in the proportion of respondents who feel positive about Hull's economic future.**

Q. You said you felt positive about Hull's future. Why is that

## 102 Open Responses

**Summary:** Overall, people feel optimistic because they see **visible progress, major investment**, and a sense that Hull is **becoming more attractive for visitors, residents, and businesses**. Many comments highlight **infrastructure improvements, cultural regeneration**, and **momentum around renewable energy and green industries**. Alongside this, several respondents mention a growing **sense of pride, community spirit**, and **renewed reputation**—with national attention helping to boost confidence.

### Main Themes:

**1. Major regeneration & infrastructure improvements:** Completion of the A63/Castle Street upgrade, Reopening of the Maritime Museum, Work at Queen's Gardens, King Edward Square, and the Marina, Improvements around Old Town, museum quarter, walkways, Clive Sullivan Way, and other road networks, New heritage and cultural sites opening (e.g., Arctic Corsair, Humber Lightship). People believe these developments will improve the city's appearance, make travel easier, increase footfall in the city centre, and boost confidence and attract businesses and visitors

**2. Tourism growth & rising external recognition:** Hull is being seen more positively by outsiders, including being listed by National Geographic as a recommended place to visit, growing reputation for heritage, culture, arts, and events, and more tourists expected once major schemes finish. This attention is seen as boosting local businesses, tourism jobs, and Hull's image nationally and internationally.

**3. Investment, new industries & job opportunities:** Growth in renewable energy, especially wind and green industries, large employers like Siemens and other research / commerce investors, new developments and repurposed buildings attracting companies, and expansion in small independent businesses around Old Town, Marina, and city centre. Respondents feel Hull is increasingly well-placed geographically, attractive for investors, and building a more diverse economic base.

**4. Visible effort from the Council & local leadership:** Some praise the council for securing investment, driving regeneration, being proactive in improving the city, and supporting businesses and communities. Even where people note political disagreements, they generally acknowledge a sense of direction, willingness to challenge central government, policies aimed at youth, skills, and reducing NEETs.

**5. Improved city centre environment & quality of life:** Respondents feel Hull is becoming cleaner, better maintained, friendlier and more welcoming, more culturally vibrant, and better connected. People mention seeing more places to eat, socialise, and visit, better community feel returning, and affordable housing keeping people in the city.

**6. Growing community pride & resilience:** A softer—but widely mentioned—theme is belief in the resilience and determination of Hull's people, a sense of community returning, and renewed positivity and confidence among residents. Some express a simple sentiment: "You have to stay hopeful."

**7. Anticipation for 2026:** Many describe 2026 as a "turning point year", with multiple major projects reaching completion. This creates a collective sense that after years of disruption, the benefits will finally be felt, tourism and investment will rise sharply, and the city will feel rejuvenated.

**Q.** You said you felt **negative** about Hull's future. Why is that

### 315 Open Responses

**Summary:** Overall, people feel pessimistic because they see **visible decline, poor leadership, lack of investment, and a struggling city centre** marked by empty shops, unreliable transport, and worsening social issues. Many express the sense that Hull is **falling behind other cities**, with little to attract businesses, retain talent, or improve quality of life. There is also widespread frustration about **slow or mismanaged projects, insufficient government support**, and a belief that money is being spent in the wrong places while essential issues remain unaddressed.

#### Main Themes:

**1. Empty shops, business closures & a declining city centre:** A sense of **economic decline** in Hull's core areas - many empty shops across multiple streets and malls, closure of well-known brands and local independents, town centre described as "dead," "depressing," "unsafe," or "rundown". Growth mainly in **vape shops, barbers, takeaways, and mini-markets**, which people see as low-value replacements. For many, this creates little reason to visit, weak footfall, and lack of confidence for new businesses to open.

**2. Poor transport, congestion & long-running roadworks:** Severe congestion on key roads, roadworks that "never end" or run massively over timescales, A63, Ouse Bridge, Chapman Street Bridge frustrations, complaints about cycle lanes and road layout changes, poor bus services, and expensive, unreliable trains, and lack of rail electrification holding back investment. Many believe these issues deter businesses, make the city feel inaccessible, and reduce quality of life and productivity.

**3. Lack of investment, jobs & economic opportunities:** People feel Hull is not attracting big employers, losing important industries, experiencing too many job losses, offering mainly low-wage, insecure or service-sector roles, seeing limited apprenticeships or training, and falling behind other regional cities like Leeds and Manchester. A repeated view is that Hull's location and infrastructure make it harder to draw in national or international business interest.

**4. Negative perceptions of leadership & political direction:** Distrust or frustration with local council leadership, perceived mismanagement, or poor planning, overspending or "vanity projects", lack of strategic vision, slow delivery on promises, minimal accountability. Some also highlight insufficient national government support, being "overlooked" for key investment, and concerns about national political instability. This drives a sense that Hull's economy is being held back at both local and national levels.

**5. Crime, anti-social behaviour & feelings of safety:** Street drinking, drug use and dealing, begging and homelessness, groups congregating in intimidating ways, and vandalism, litter, and neglected estates. These issues are seen as damaging Hull's reputation, reducing footfall, and making the city centre unattractive to visitors and businesses.

**6. Housing pressures & social challenges:** Lack of affordable, high-quality housing, overreliance on HMOs, social housing shortages, weak maintenance standards, poverty and rising cost-of-living pressures. These factors contribute to people leaving the city, difficulty attracting skilled workers, and a sense of decline at neighbourhood level.

**7. Frustration with project choices & benefits:** A strong theme is the belief that **money is being spent in the wrong places**, such as Queen's Gardens renovation, city centre cosmetic improvements, and "unnecessary" or poorly planned schemes. Many feel these don't create jobs, don't improve daily life, don't attract visitors or business, and take too long and cause disruption.

**8. A feeling that Hull is falling behind:** Many compare Hull unfavourably to other cities such as Leeds, York, Manchester, or Liverpool, describing Hull as stagnant, lacking ambition, behind in culture, retail, transport, and growth, and overshadowed by better-connected places. Some express long-term pessimism, saying Hull has declined for decades without meaningful reversal.

# Ambition: Reaching Our Potential

Q. How important do you think the following priorities are?

	1 - Not at All	2	3	4	5 - Very	% Important (Score 4 + 5)
Enhancing education for young people to include workplace and employability skills, and supporting collaboration among schools and training providers	2%	1%	8%	33%	57%	90%
Providing Hull's workforce with the skills and job opportunities needed for the future to support business innovation, competitiveness and enhance productivity locally	1%	2%	9%	31%	58%	89%
Delivering quality apprenticeships in more sectors / skills areas and support local businesses to provide structured career paths	1%	1%	10%	30%	59%	88%
Providing flexible and accessible education, skills, and training provision for all, especially those who need it most	2%	2%	10%	33%	54%	87%
Expanding skills and training access to more types of residents, e.g. older people, unemployed people etc	2%	2%	12%	35%	50%	84%
Encouraging and supporting enterprise and innovation by developing key workplace skills and creativity	1%	2%	15%	34%	48%	82%

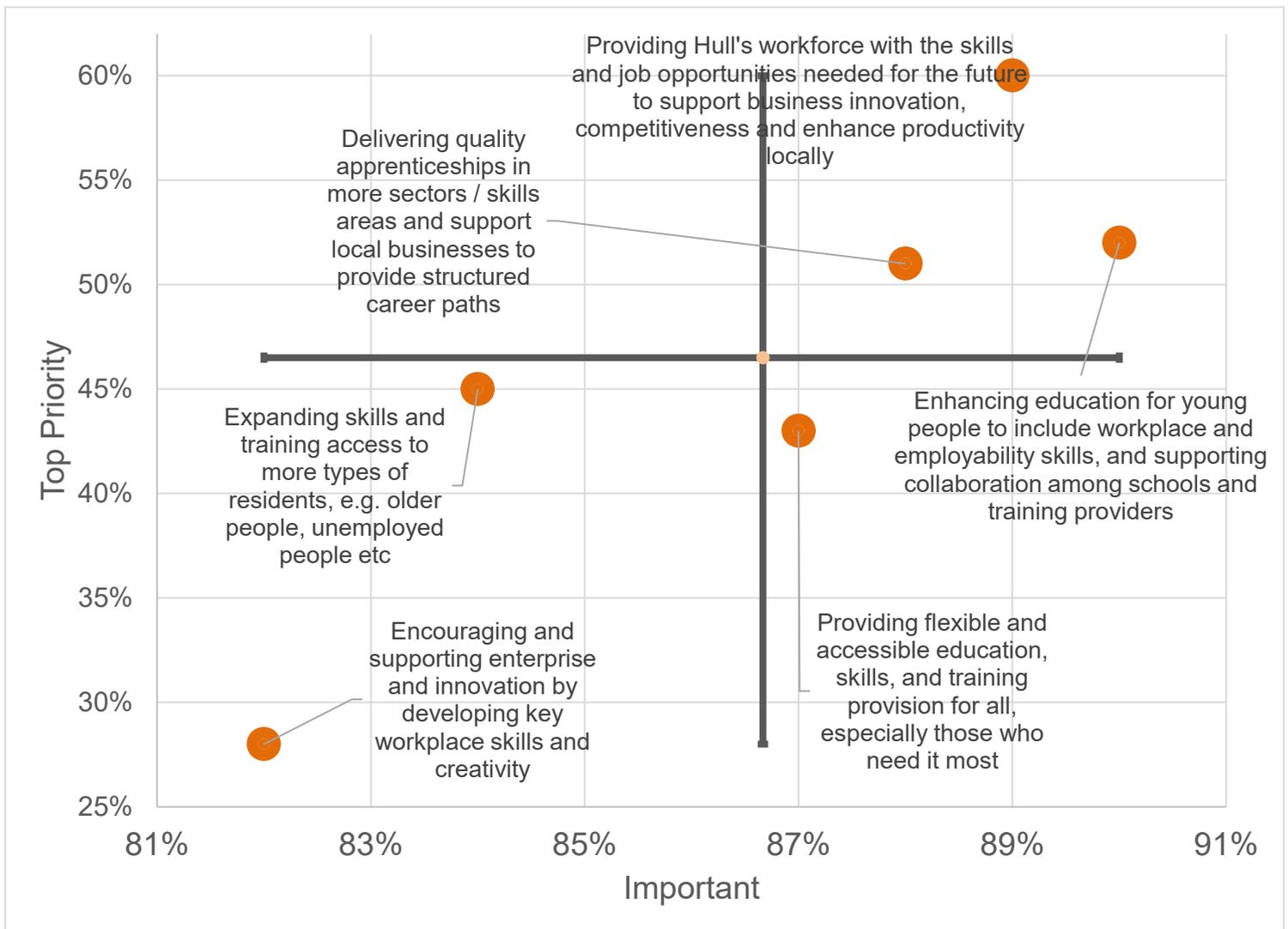
- Overall, the significant majority of respondents (>82%) think that each of the six priorities listed are important; suggesting that all of these priorities significantly align with resident priorities.
- The largest majority of respondents (>85%) think that the following priorities are important:
  - Enhancing education for young people to include workplace and employability skills, and supporting collaboration among schools and training providers (90%)
  - Providing Hull's workforce with the skills and job opportunities needed for the future to support business innovation, competitiveness and enhance productivity locally (86%)
  - Delivering quality apprenticeships in more sectors / skills areas and support local businesses to provide structured career paths (88%)
  - Providing flexible and accessible education, skills, and training provision for all, especially those who need it most (87%)
- Over 80% of respondents also think that the following priorities are also important:
  - Expanding skills and training access to more types of residents, e.g. older people, unemployed people etc (84%)
  - Encouraging and supporting enterprise and innovation by developing key workplace skills and creativity (82%)

**Q.** Which of the following do you think are the areas we should prioritise? **Please tick up to 3 boxes**

Providing Hull's workforce with the skills and job opportunities needed for the future to support business innovation, competitiveness and enhance productivity locally	60%
Enhancing education for young people to include workplace and employability skills, and supporting collaboration among schools and training providers	52%
Delivering quality apprenticeships in more sectors / skills areas and support local businesses to provide structured career paths	51%
Expanding skills and training access to more types of residents, e.g. older people, unemployed people etc	45%
Providing flexible and accessible education, skills, and training provision for all, especially those who need it most	43%
Encouraging and supporting enterprise and innovation by developing key workplace skills and creativity	28%

- **More than half of respondents believe we should prioritise:**
  - **Providing Hull's workforce with the skills and job opportunities needed for the future to support business innovation, competitiveness and enhance productivity locally (60%)**
  - **Enhancing education for young people to include workplace and employability skills, and supporting collaboration among schools and training providers (52%)**
  - **Delivering quality apprenticeships in more sectors / skills areas and support local businesses to provide structured career paths (51%)**
- Just under half of respondents believe we should prioritise the following:
  - Expanding skills and training access to more types of residents, e.g. older people, unemployed people etc (45%)
  - Providing flexible and accessible education, skills, and training provision for all, especially those who need it most (43%)
- Respondents are least likely to think we should prioritise the following:
  - Encouraging and supporting enterprise and innovation by developing key workplace skills and creativity (28%)

## Key Priorities: Reaching Our Potential



### More Important and More of a Priority

- Providing Hull's workforce with the skills and job opportunities needed for the future to support business innovation, competitiveness and enhance productivity locally
- Enhancing education for young people to include workplace and employability skills, and supporting collaboration among schools and training providers
- Delivering quality apprenticeships in more sectors / skills areas and support local businesses to provide structured career paths

### More Important but Less of a Priority

- Providing flexible and accessible education, skills, and training provision for all, especially those who need it most

### Less Important and Less of a Priority

- Expanding skills and training access to more types of residents, e.g. older people, unemployed people etc
- Encouraging and supporting enterprise and innovation by developing key workplace skills and creativity

**Q.** What do you think are the main benefits of lifelong learning, whether towards formal qualifications or for personal interest and enrichment? **Please tick up to 5 boxes**

Brain health e.g. thinking, reasoning, and remembering	55%
Personal growth	47%
Job security / career advancement	41%
Boost self-confidence	40%
Well-being / greater happiness	37%
Increased employability	36%
Acquiring new skills and knowledge	36%
Improve financial potential / stability	31%
Sense of purpose.	30%
Sense of accomplishment	26%
Improved health	17%
Fulfilment	17%
Networking / socialising / interacting with others	15%
Competitiveness in the jobs market	13%
Navigate rapid changes in technology and work environments	12%
Keep up with societal norms	3%
Other	2%
I don't think there any benefits	1%

- **Overall, 99% of respondents agree that there is at least one benefit of lifelong learning.**
- **Over half of respondents (55%) think that the main benefit of lifelong learning is brain health e.g. thinking, reasoning, and remembering.**
- More than a third (>33%) also think that the main benefits of lifelong learning include:
  - Personal growth (47%)
  - Job security / career advancement (41%)
  - Boost self-confidence (40%)
  - Wellbeing / greater happiness (37%)
  - Increased employability (36%)
  - Acquiring new skills and knowledge (36%)

**Q.** Assuming that any barriers were removed, if you were to undertake some form of study or learning in the future, which of the following types of course would you most like to do? **Please tick up to 3 boxes**

Personal enrichment and growth: hobbies or self-improvement e.g. gardening or learning a new language	57%
Career advancement and professional development :e.g. to facilitate career development	42%
Vocational and technical (job-specific) training: e.g. apprenticeship	32%
Family learning: parents, carers, and children learn together - equips parents and carers to help with their children's learning	14%
None of these	11%
Foundational skills and essential life competencies: e.g. literacy, numeracy, and digital proficiency.	10%
Formal qualifications: e.g. degree, diploma or certificate, A-levels etc.	5%
Other	3%

- Overall, 89% of respondents express an interest in undertaking some kind of study or learning in the future.
- Over half of respondents (57%) would most like to do **personal enrichment and growth** type learning / study, including hobbies or self-improvement e.g. gardening or learning a new language.
- This is then followed by:
  - Career advancement and professional development :e.g. to facilitate career development (42%)
  - Vocational and technical (job-specific) training: e.g. apprenticeship (32%)

Q. Where would you prefer to attend a course?

Near to where I live	31%
Online	23%
Don't have a preference / anywhere	21%
None of these - don't intend to attend any courses	14%
In the city centre	10%

- Overall, 90% of respondents said they would attend a course at one of the places listed, which is consistent with the 89% of respondents who said, in the previous question, that they would be interested in undertaking some kind of study or learning in the future.
- A small majority (31%) would prefer to attend a course **near to where they live**.
- However, responses are split between the above, those who would prefer to attend a course online (23%), and those who don't have any preference where they attend a course (21%).
- Only 10% of respondents stated that they would prefer to attend a course in the city centre.