



People's Panel July 2025 Analysis Report

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Contents

		Page
1	Introduction and Methodology	2
2	Demographics and Weighting	3
3	Executive Summary	4
4	Happiness and Wellbeing	10
5	My Life	11
6	My Street	17
7	My City	23
8	My Council	29
9	In Summary	34
10	Financial Stability Tracker	36

Introduction and Methodology

Introduction

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. The [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 it's 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 how far we have come, and how far we still need to go, in July and August of 2025, through the **People's Panel**, we asked residents to tell us how we are doing.

Questions covered

- Happiness and Wellbeing
- My Life
- My Street
- My City
- My Council
- Financial Stability Tracker
- Happiness / Satisfaction / Belonging
- What's important and what needs improving
- Pride
- Progress against priorities

Questions in the My Life, My Street and My City sections are a repeat of questions asked in the 2023 Community Strategy Survey: [Click here to view these results](#)

Many questions in other sections have been asked in previous People's Panel surveys: [Click here to view the results of all previous People's Panel surveys](#)

Methodology

This survey was open to People's Panel members, and non-members, across Hull and East Riding, over a six-week period between July and August 2025. 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	881	61.9%
Non-Member	542	38.1%
Total	1423	

Local Authority Residence	Count	%
Hull	1252	88.0%
East Riding	143	10.0%
Not Hull or East Riding	3	0.2%
No Postcode Provided	25	1.8%
Total	1423	

1,252 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 2.76% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 2.76 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.

Total		Sample (1099)		Hull Pop	Weighted Sample
Gender	Female (inc. MTF)	607	48.7%	49.9%	48.4%
	Male (inc. FTM)	632	50.7%	50.1%	50.0%
	Other / non-binary	7	0.6%	-	1.6%
LLTI (impairment or illness)	No	608	48.7%	76.7%	70.2%
	Yes	641	51.3%	23.3%	29.8%
Age group	16-34	50	4.0%	33.7%	19.3%
	35-44	107	8.6%	17.8%	22.2%
	45-54	192	15.4%	14.4%	18.2%
	55-64	321	25.8%	14.7%	17.6%
	65-74	388	31.1%	10.7%	13.3%
	75+	188	15.1%	8.7%	9.4%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	64	5.1%	15.0%	12.1%
	White British	1187	94.9%	85.0%	87.9%

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.

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

Executive Summary

Happiness and Wellbeing

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

- ★ **For the majority of health and wellbeing indicators, respondents are significantly more likely to feel positively rather than negatively.**

The notable exception to this 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 when the same question was asked one year ago in the People's Panel, respondents now feel significantly less stressed or anxious (- 2pp) **but** also feel significantly more lonely (+ 8pp), significantly less hopeful (+ 7pp), and significantly less optimistic (- 6pp)
- ▼ Compared to two years ago, respondents now feel significantly more lonely (+ 8pp).

My Life

Headline Metrics

- ★ **60% of respondents tend to feel happy with their life.**
This compares to 15% of respondents who tend to feel unhappy with their life.
- ▼ **Since the Community Strategy Survey in 2023, there has been a significant decrease (- 5pp) in the proportion of respondents who are happy with their life.**
- ★ **56% of respondents tend to feel satisfied with their life.**
This compares to 17% of respondents who tend to feel unsatisfied with their life.
- ▼ **Since the Community Strategy Survey in 2023, there has been a significant decrease (- 7pp) in the proportion of respondents who are satisfied with their life.**
- ★ **55% of respondents tend to feel like they belong.**
This compares to 19% of respondents who tend to feel like they do not belong.
- Since the Community Strategy Survey in 2023, there has been no significant change in the proportion of respondents who feel like they belong
- ★ **72% of respondents agree or strongly agree that they are proud to be themselves.**
This compares to 8% of respondents disagree or strongly disagree that they are proud to be themselves.
- ▼ **Since the Community Strategy Survey in 2023, there has been a significant decrease (- 6pp) in the proportion of respondents who are proud to be themselves.**

Latest My Life Priorities

The following are identified as having both above average importance and as requiring an above average level of improvement:

- ★ To be physically healthy
- ★ To be emotionally and mentally healthy
- ★ To be able to afford the things I need and do the things I want to do
- ★ To be in control of my own life
- ★ To live in a nice home that suits my needs

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly more important and significantly more in need of improvement:

- ▲ To be physically healthy
- ▲ To be emotionally and mentally healthy
- ▲ To deal well with my problems
- ▲ To be able to be myself in all parts of my life

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly less important and significantly less in need of improvement:

- ▼ To learn new things / get qualifications
- ▼ To live in a way that is good for the environment
- ▼ To have a job I enjoy

Progress Against Previous My Life Priorities

- The majority of respondents feel that all six of the key priorities identified in the Community Strategy Survey in 2023 have stayed the same over the last two years.

My Street

Headline Metrics

- ★ **62% of respondents tend to feel happy with the area where they live.**
This compares to 21% of respondents who tend to feel unhappy with the area where they live.
- ▲ **Since the Community Strategy Survey in 2023, there has been a significant increase (+ 4pp) in the proportion of respondents who are happy with where they live.**
- ★ **57% of respondents tend to feel satisfied with the area where they live.**
This compares to 20% of respondents who tend to feel unsatisfied with the area where they live.
- ▲ **Since the Community Strategy Survey in 2023, there has been a significant increase (+ 4pp) in the proportion of respondents who are satisfied with where they live.**
- ★ **56% of respondents tend to feel like they belong to the area where they live.**
This compares to 15% of respondents who tend to feel like they do not belong to the area where they live.
- Since the Community Strategy Survey in 2023, there has been no significant change in the proportion of respondents who feel like they belong to the area where they live.
- ★ **60% of respondents agree or strongly agree that they are proud of where they live.**
This compares to 15% of respondents disagree or strongly disagree that they are proud of where they live.
- ▲ **Since the Community Strategy Survey in 2023, there has been a significant increase (+ 11pp) in the proportion of respondents who are proud of where they live.**

Latest My Street Priorities

The following are identified as having both above average importance and as requiring an above average level of improvement:

- ★ To feel safe walking around the area where I live
- ★ Streets are clean and tidy around where I live
- ★ Streets are peaceful and quiet where I live
- ★ Local public services, such as a GP, libraries etc. near where I live
- ★ People take pride around where I live
- ★ Local shops, leisure, and businesses where I live

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly more important and significantly more in need of improvement:

- ▲ Streets are peaceful and quiet where I live
- ▲ People take pride around where I live

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly less important and significantly less in need of improvement:

- ▼ The area where I live is lively and busy
- ▼ Places where I can go to learn new things near where I live
- ▼ Places I can meet up with people near where I live
- ▼ Good bus links to other parts of the city from where I live

Progress Against Previous My Street Priorities

- The majority of respondents feel that all five of the top priorities identified in the Community Strategy Survey in 2023 have stayed the same over the last two years

My City

Headline Metrics

- ★ **49% of respondents tend to feel happy with Hull.**
This compares to 26% of respondents who tend to feel unhappy with Hull.
 - Since the Community Strategy Survey in 2023, there has been no significant change in the proportion of respondents who are happy with Hull
- ★ **42% of respondents tend to feel satisfied with Hull.**
This compares to 28% of respondents who tend to feel unsatisfied with Hull.
 - Since the Community Strategy Survey in 2023, there has been no significant change in the proportion of respondents who are satisfied with Hull
- ★ **55% of respondents tend to feel like they belong to Hull.**
This compares to 20% of respondents who tend to feel like they do not belong to Hull.
 - Since the Community Strategy Survey in 2023, there has been no significant change in the proportion of respondents who feel like they belong to Hull
- ★ **56% of respondents agree or strongly agree that they are proud to live in, or near, Hull.**
This compares to 19% of respondents disagree or strongly disagree that they are proud to live in, or near, Hull.
 - Since the Community Strategy Survey in 2023, there has been no significant change in the proportion of respondents who are proud to live in, or near, Hull.

Latest My City Priorities

The following are identified as having both above average importance and as requiring an above average level of improvement:

- ★ Homes that local people can afford
- ★ Jobs
- ★ Transport (e.g. roads, bus routes etc.)
- ★ Parks and open spaces
- ★ Local people feel proud

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly more important and significantly more in need of improvement:

- ▲ Local people feel proud
- ▲ Local people feel like they belong

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly less important and significantly less in need of improvement:

- ▼ The chance to study, train and get new skills, and the places to do it
- ▼ Broadband and mobile
- ▼ Shops / shopping centres like St Stephen's and St Andrew's Quay

Progress Against Previous My City Priorities

- ▼ Unlike in the My Life and My Street sections, in the My City section a similar proportion of respondents feel that each of the four key priorities identified in the Community Strategy Survey in 2023 have got worse over the last two years, as feel they have stayed the same over the last two years.

My Council

Headline Metrics

- ★ **34% of respondents are satisfied or very satisfied with Hull City Council overall**
This compares to 27% of respondents who are dissatisfied or very dissatisfied with Hull City Council overall.
- ▼ **Since a 2024 People's Panel survey, there has been a significant decrease (- 6pp) in the proportion of respondents who are satisfied with Hull City Council overall.**
- ★ **29% of respondents have a high level of trust in Hull City Council**
This compares to 29% of respondents who have a low level of trust in hull City Council.
- ▲ **Since a 2024 People's Panel survey, there has been a significant increase (+ 5pp) in the proportion of respondents who trust Hull City Council.**

Latest My Council Priorities

The following are identified as having both above average importance and as requiring an above average level of improvement:

- ★ Spends money wisely
- ★ Listens to the local community
- ★ Acts on resident's concerns
- ★ Keeps the public well informed about what it's doing
- ★ Offers good quality services
- ★ Delivers what it promised
- ★ Is working towards a better city
- ★ Provides the services you need

Progress Against My Council Priorities

- The majority of respondents feel that all the My Council priorities listed have stayed the same over the last two years.

In Summary

- ★ **18% of respondents would speak highly about Hull City Council.**
This compares to 45% of respondents who would speak negatively about Hull City Council.
- ▼ **Since a 2024 People's Panel survey, there has been a significant decrease (- 9pp) in the proportion of respondents who would speak positively about Hull City Council.**

- ★ **42% of respondents would speak highly about their neighbourhood.**
This compares to 30% of respondents who would speak negatively about their neighbourhood. The question about how respondents would speak about their neighbourhood has not previously been asked in this way and therefore a direct comparison is not available. This will be possible in future years.

- ★ **47% of respondents would speak highly about Hull overall.**
This compares to 29% of respondents who would speak negatively about their Hull overall.
- ▼ **Since a 2024 People's Panel survey, there has been a significant decrease (- 9pp) in the proportion of respondents who would speak positively about Hull overall.**

Respondents were shown the five themes which they identified in previous surveys, in particular the Community Strategy Survey in 2023, as being most important for the city and its people over the coming decade.

They were asked to prioritise these six themes in a series of trade off statements.

- ★ **The ordered list of priorities, based on these five themes is:**

1. Health
2. Community safety
3. The local economy
4. Local culture and heritage
5. Climate change and environment

Financial Stability Checker

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

- ★ **The majority of respondents (75%) are either keeping up without any difficulties (41%) or only struggling occasionally (34%).**

22% find it a constant struggle to keep up (15%), are falling behind financially (3%) or are having real financial problems (3%).
- There has been no significant change compared to when the same question was asked one year ago in the People's Panel.
- ▲ However, compared to when the same question was asked two years ago in the People's Panel, there has been a significant increase (+ 5pp) in the proportion of respondents who are keeping up without any difficulties.

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	4%	13%	26%	42%	15%
Healthy	3%	19%	30%	38%	10%
Lonely	28%	24%	24%	18%	6%
Anxious / Stressed	13%	22%	30%	27%	7%
Worthwhile	3%	11%	33%	32%	21%
Optimistic	6%	15%	35%	29%	15%
Hopeful	5%	15%	35%	28%	17%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Jun 2023	One Year Ago Jun 2024	July 2024
Happy	65%	51%	56%	59%	57%
Healthy	51%	50%	52%	45%	48%
Not Lonely	58%	50%	59%	59%	52%
Not Stressed / Anxious	36%	31%	37%	38%	36%
Worthwhile	56%	50%	52%	55%	53%
Optimistic	-	-	45%	50%	44%
Hopeful	-	-	49%	52%	45%

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Jun 2023	One Year Ago June 2024	July 2024
Unhappy	14%	23%	18%	18%	17%
Unhealthy	20%	20%	19%	23%	22%
Lonely	23%	26%	16%	16%	24%
Stressed / Anxious	36%	41%	31%	31%	34%
Not worthwhile	14%	15%	15%	15%	14%
Pessimistic	-	-	23%	22%	21%
Not hopeful	-	-	19%	19%	20%

★ 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 when the same question was asked one year ago in the People's Panel, respondents now feel significantly:

- ▲ More lonely (+ 8pp)
- ▼ Less hopeful (- 7pp)
- ▼ Less optimistic (- 6pp)
- ▼ Less stressed (- 2pp)

Compared to two years ago, respondents now feel significantly:

- ▲ More lonely (+ 8pp)

My Life

Q. Thinking about your life, day to day, how do you feel about it?

I am unhappy with my life	4%	11%	25%	38%	22%	I am happy with my life
I am not satisfied with my life	5%	12%	27%	35%	21%	I am satisfied with my life
I feel I don't belong	7%	13%	26%	32%	23%	I feel like I belong

- ★ **60% of respondents tend to feel happy with their life.**
This compares to 15% of respondents who tend to feel unhappy with their life.
- ★ **56% of respondents tend to feel satisfied with their life.**
This compares to 17% of respondents who tend to feel unsatisfied with their life.
- ★ **55% of respondents tend to feel like they belong.**
This compares to 19% of respondents who tend to feel like they do not belong.

Q. How much do you agree with the statement: "I am proud to be myself"

Strongly Disagree	3%
Disagree	5%
Neither	20%
Agree	43%
Strongly Agree	29%

- ★ **72% of respondents agree or strongly agree that they are proud to be themselves.**
This compares to 8% of respondents disagree or strongly disagree that they are proud to be themselves.

	My Life		
	2023	2025	Change
Happy	65%	60%	▼
Satisfied	63%	56%	▼
Belong	56%	55%	No Sig Change
Proud	78%	72%	▼

Since the Community Strategy Survey in 2023 there has been:

- ▼ **A significant decrease (- 5pp) in the proportion of respondents who are happy with their life.**
- ▼ **A significant decrease (- 7pp) in the proportion of respondents who are satisfied with their life.**
- ▼ **A significant decrease (- 6pp) in the proportion of respondents who are proud to be themselves.**
- There has been no significant change in the proportion of respondents who feel like they belong

Q. Thinking about your life, which of the following are most **important** to you?

	2023	2025	Change
To be emotionally and mentally healthy	63%	69%	▲
To be physically healthy	60%	66%	▲
To have good friends and family that I can count on	56%	60%	▲
To be able to afford the things I need and do the things I want to do	52%	54%	
To be in control of my own life	47%	48%	
To live in a nice home that suits my needs	33%	33%	
To have a job I enjoy	36%	29%	▼
To deal well with problems	20%	25%	▲
To be able to be myself in all parts of my life	17%	22%	▲
To help people and ask nothing in return	21%	21%	
To attend local events, shows and exhibitions (e.g. theatre, sports, music, festivals, local museums)	19%	14%	▼
To live in a way that is good for the environment	15%	12%	▼
To have a job	13%	11%	
To do sport, or exercise as much as I am able	11%	11%	
To learn new things / get qualifications	10%	7%	▼

Respondents believe that the most **important** things in their **life** are:

- ★ To be emotionally and mentally healthy (69%)
- ★ To be physically healthy (66%)
- ★ To have good friends and family that I can count on (60%)
- ★ To be able to afford the things I need and do the things I want to do (54%)
- ★ To be in control of my own life (48%)
- ★ To live in a nice home that suits my needs (33%)

Since the Community Strategy Survey in 2023, the following things have all become significantly **more important**:

- ▲ To be physically healthy (+ 6pp)
- ▲ To be emotionally and mentally healthy (+ 6pp)
- ▲ To deal well with my problems (+ 5pp)
- ▲ To be able to be myself in all parts of my life (+ 5pp)
- ▲ To have good friends and family that I can count on (+ 4pp)

Since the Community Strategy Survey in 2023, the following things have all become significantly **less important**:

- ▼ To have a job I enjoy (- 7pp)
- ▼ To attend local events, shows and exhibitions (- 5pp)
- ▼ To learn new things / get qualifications (- 3pp)
- ▼ To live in a way that is good for the environment (- 3pp)
- ▼ To have a job (- 3pp)

Q. And which do you most want to **improve** over the next 2 years?

	2023	2025	Change
To be physically healthy	49%	62%	▲
To be emotionally and mentally healthy	45%	49%	▲
To be able to afford the things I need and do the things I want to do	43%	40%	
To live in a nice home that suits my needs	36%	30%	▼
To deal well with problems	24%	28%	▲
To be in control of my own life	29%	28%	
To be able to be myself in all parts of my life	23%	27%	▲
To attend local events, shows and exhibitions (e.g. theatre, sports, music, festivals, local museums)	26%	26%	
To have good friends and family that I can count on	25%	24%	
To do sport, or exercise as much as I am able	24%	23%	
To live in a way that is good for the environment	31%	21%	▼
To have a job I enjoy	29%	20%	▼
To learn new things / get qualifications	23%	15%	▼
To help people and ask nothing in return	17%	14%	▼
To have a job	7%	5%	

Respondents believe that the things which need the most **improvement** in their **life** are:

- ★ To be physically healthy (62%)
- ★ To be emotionally and mentally healthy (49%)
- ★ To be able to afford the things I need and do the things I want to do (40%)
- ★ To live in a nice home that suits my needs (30%)
- ★ To be in control of my own life (28%)
- ★ To deal well with my problems (28%)

Since the Community Strategy Survey in 2023, the following things have all become significantly more in need of improvement:

- ▲ To be physically healthy (+ 13pp)
- ▲ To deal well with my problems (+ 4pp)
- ▲ To be able to be myself in all parts of my life (+ 4pp)
- ▲ To be emotionally and mentally healthy (+ 4pp)

Since the Community Strategy Survey in 2023, the following things have all become significantly less in need of improvement:

- ▼ To live in a way that is good for the environment (+ 10pp)
- ▼ To have a job I enjoy (- 9pp)
- ▼ To learn new things / get qualifications (- 8pp)
- ▼ To live in a nice home that suits my needs (- 6pp)
- ▼ To help people and ask nothing in return (- 3pp)

My Life Priorities

My Life: Key Priorities

The following are identified as having both above average importance and as requiring an above average level of improvement:

- ★ To be physically healthy
- ★ To be emotionally and mentally healthy
- ★ To be able to afford the things I need and do the things I want to do
- ★ To be in control of my own life
- ★ To live in a nice home that suits my needs

My Life: Increasing Priorities

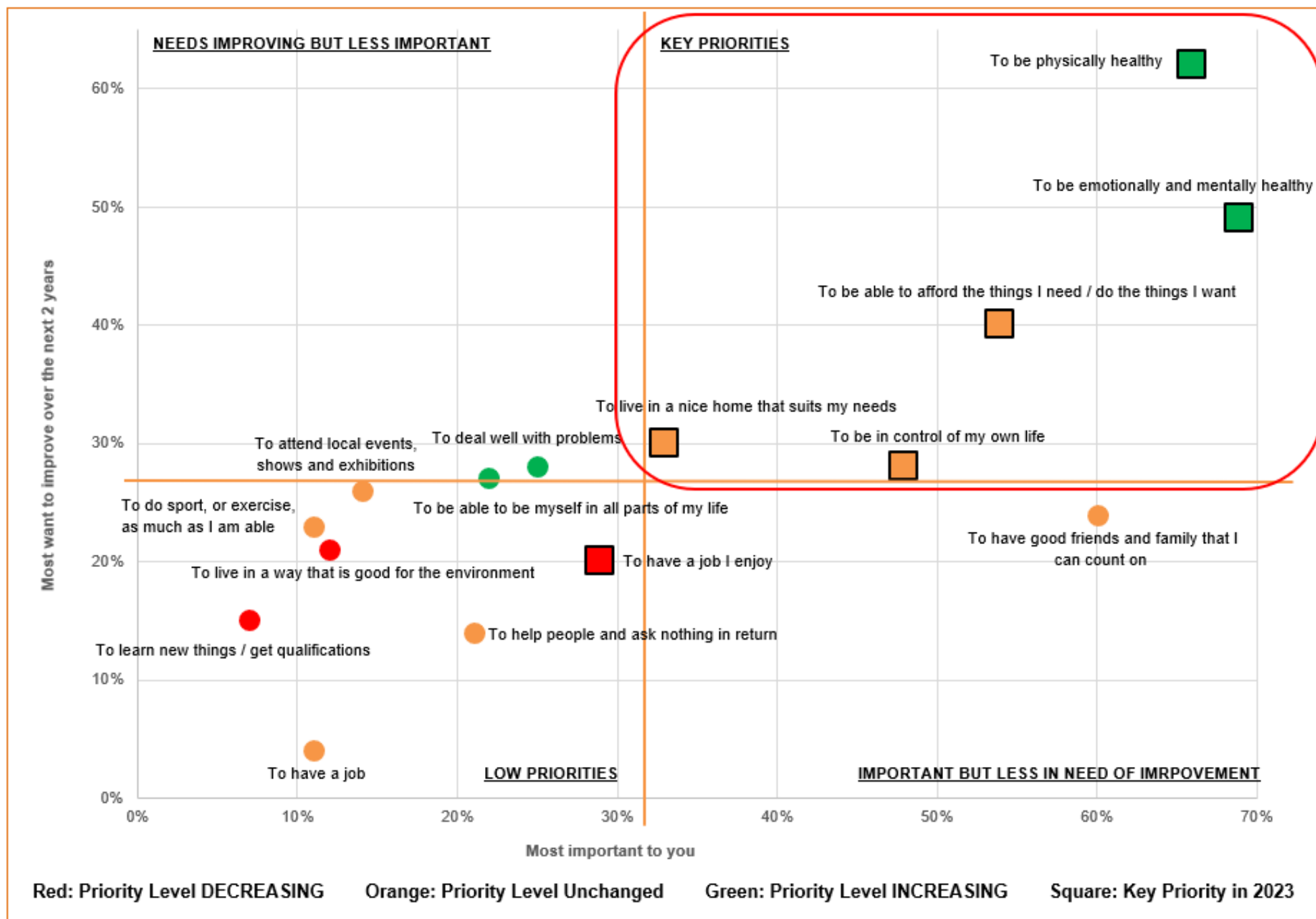
Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly more important and significantly more in need of improvement:

- ▲ To be physically healthy
- ▲ To be emotionally and mentally healthy
- ▲ To deal well with my problems
- ▲ To be able to be myself in all parts of my life

My Life: Decreasing Priorities

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly less important and significantly less in need of improvement:

- ▼ To learn new things / get qualifications
- ▼ To live in a way that is good for the environment
- ▼ To have a job I enjoy



Progress Against Previous My Life Priorities

Q. 2 years ago, when we asked you to tell us what was important to you in your life, and what you most wanted to improve, you told us that the following were your top priorities.

Thinking about the last 2 years, have they got worse, stayed the same or got better?

	Got Worse	Stayed The Same	Got Better
Living in a nice home that suits your needs	11%	64%	25%
Being in control of your own life	14%	68%	18%
Having a job you enjoy	19%	63%	19%
Your emotional and mental health	23%	56%	22%
Being able to afford the things you need and do the things you want to do	29%	47%	24%
Your physical health	35%	45%	20%

- **The majority of respondents feel that all six of the key priorities identified in the Community Strategy Survey in 2023 have stayed the same over the last two years.**
- Most notably, over half of respondents feel that the following have stayed the same:
 - Being in control of your life (68%)
 - Living in a nice home that suits your needs (64%)
 - Having a job you enjoy (63%)
 - Your emotional health and wellbeing (56%)
- **Significantly more respondents think that the following have got better than think they have got worse:**
 - Living in a nice home that suits your needs (25% got better vs 11% got worse)
 - Being in control of your life (18% got better vs 14% got worse)
- **Significantly more respondents think that the following have got worse than think they have got better:**
 - Your physical health (35% got worse vs 20% got worse)
 - Being able to afford the things you need and do the things you want to do (29% got worse vs 24% got better)

My Street

Q. How do you feel about your neighbourhood, the area where you live?

I am not happy with the area I live	6%	15%	17%	40%	22%	I am happy with the area where I live
I am not satisfied with the area where I live	6%	14%	22%	37%	20%	I am satisfied with the area where I live
I feel I don't belong to the area where I live	7%	11%	25%	35%	22%	I feel like I belong to the area where I live

★ **62% of respondents tend to feel happy with the area where they live.**

This compares to 21% of respondents who tend to feel unhappy with the area where they live.

★ **57% of respondents tend to feel satisfied with the area where they live.**

This compares to 20% of respondents who tend to feel unsatisfied with the area where they live.

★ **56% of respondents tend to feel like they belong to the area where they live.**

This compares to 15% of respondents who tend to feel like they do not belong to the area where they live.

Q. How much do you agree with the statement: "I am proud of where I live"

Strongly Disagree	7%
Disagree	8%
Neither	25%
Agree	44%
Strongly Agree	16%

★ **60% of respondents agree or strongly agree that they are proud of where they live.**

This compares to 15% of respondents disagree or strongly disagree that they are proud of where they live.

	My Street		
	2023	2025	Change
Happy	58%	62%	▲
Satisfied	53%	57%	▲
Belong	53%	56%	No Sig Change
Proud	49%	60%	▲

Since the Community Strategy Survey in 2023 there has been:

- ▲ A significant increase (+ 4pp) in the proportion of respondents who are happy with where they live.
- ▲ A significant increase (+ 4pp) in the proportion of respondents who are satisfied with where they live.
- ▲ A significant increase (+ 11pp) in the proportion of respondents who are proud of where they live.
- There has been no significant change in the proportion of respondents who feel like they belong to the area where they live.

Q. Thinking about where you live, which of the following are most **important** to you?

	2023	2025	Change
To feel safe walking around the area where I live	80%	86%	▲
Streets are peaceful and quiet where I live	43%	55%	▲
Streets are clean and tidy around where I live	51%	54%	
Local public services, such as a GP, libraries etc. near where I live	43%	49%	▲
Local shops, leisure, and businesses where I live	46%	47%	
People who live near me get on together and support each other	32%	41%	▲
People take pride around where I live	36%	40%	▲
Parks, playgrounds, and open spaces near where I live	33%	34%	
Good bus links to other parts of the city from where I live	33%	29%	▼
I can get healthy food that I can afford in the area where I live	22%	15%	▼
Places I can meet up with people near where I live	16%	11%	▼
The area where I live is lively and busy	7%	4%	▼
Places where I can go to learn new things near where I live	9%	3%	▼

Respondents believe that the most **important** things where they **live** are:

- ★ To feel safe walking around the area where I live (86%)
- ★ Streets are peaceful and quiet where I live (55%)
- ★ Streets are clean and tidy around where I live (54%)
- ★ Local public services, such as a GP, libraries etc. near where I live (49%)
- ★ Local shops, leisure, and businesses where I live (47%)
- ★ People who live near me get on together and support each other (41%)

Since the Community Strategy Survey in 2023, the following things have all become significantly **more important**:

- ▲ Streets are peaceful and quiet where I live (+ 12pp)
- ▲ People who live near me get on together and support each other (+ 9pp)
- ▲ Local public services, such as a GP, libraries etc. near where I live (+ 6pp)
- ▲ To feel safe walking around the area where I live (+ 6pp)
- ▲ People take pride around where I live (+ 4pp)

Since the Community Strategy Survey in 2023, the following things have all become significantly **less important**:

- ▼ I can get healthy food that I can afford in the area where I live (- 7pp)
- ▼ Places where I can go to learn new things near where I live (- 6pp)
- ▼ Places I can meet up with people near where I live (- 5pp)
- ▼ Good bus links to other parts of the city from where I live (- 4pp)
- ▼ The area where I live is lively and busy (- 3pp)

Q. And which do you most want **improved** over the next 2 years?

	2023	2025	Change
Streets are clean and tidy around where I live	57%	58%	
To feel safe walking around the area where I live	57%	50%	▼
People take pride around where I live	41%	45%	▲
Streets are peaceful and quiet where I live	34%	38%	▲
Local public services, such as a GP, libraries etc. near where I live	39%	32%	▼
Local shops, leisure, and businesses where I live	30%	29%	
People who live near me get on together and support each other	24%	27%	
Good bus links to other parts of the city from where I live	29%	23%	▼
Parks, playgrounds, and open spaces near where I live	27%	22%	▼
I can get healthy food that I can afford in the area where I live	24%	22%	
Places I can meet up with people near where I live	19%	13%	▼
Places where I can go to learn new things near where I live	17%	13%	▼
The area where I live is lively and busy	8%	5%	▼

Respondents believe that the things which need the most **improvement** where they **live** are:

- ★ Streets are clean and tidy around where I live (58%)
- ★ To feel safe walking around the area where I live (50%)
- ★ People take pride around where I live (45%)
- ★ Streets are peaceful and quiet where I live (38%)
- ★ Local public services, such as a GP, libraries etc. near where I live (32%)
- ★ Local shops, leisure, and businesses where I live (29%)

Since the Community Strategy Survey in 2023, the following things have all become significantly more in need of improvement:

- ▲ People take pride around where I live (+ 4pp)
- ▲ Streets are peaceful and quiet where I live (+ 4pp)

Since the Community Strategy Survey in 2023, the following things have all become significantly less in need of improvement:

- ▼ Local public services, such as a GP, libraries etc. near where I live (- 7pp)
- ▼ To feel safe walking around the area where I live (- 7pp)
- ▼ Places I can meet up with people near where I live (- 6pp)
- ▼ Good bus links to other parts of the city from where I live (- 6pp)
- ▼ Parks, playgrounds, and open spaces near where I live (- 5pp)
- ▼ Places where I can go to learn new things near where I live (- 4pp)
- ▼ The area where I live is lively and busy (- 3pp)

My Street Priorities

My Street: Key Priorities

The following are identified as having both above average importance and as requiring an above average level of improvement:

- ★ To feel safe walking around the area where I live
- ★ Streets are clean and tidy around where I live
- ★ Streets are peaceful and quiet where I live
- ★ Local public services, such as a GP, libraries etc. near where I live
- ★ People take pride around where I live
- ★ Local shops, leisure, and businesses where I live

My Street: Increasing Priorities

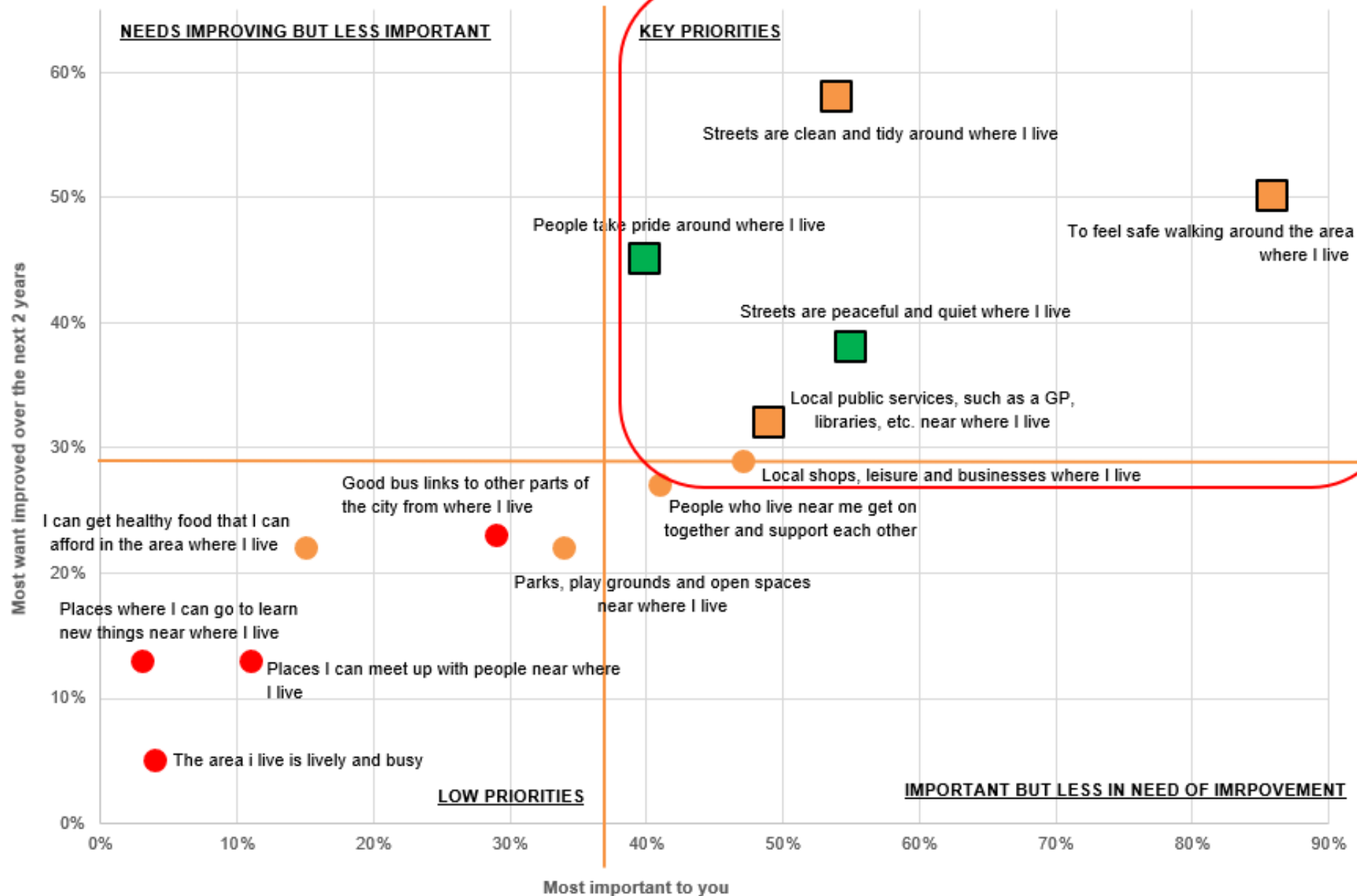
Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly more important and significantly more in need of improvement:

- ▲ Streets are peaceful and quiet where I live
- ▲ People take pride around where I live

My Street: Decreasing Priorities

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly less important and significantly less in need of improvement:

- ▼ The area where I live is lively and busy
- ▼ Places where I can go to learn new things near where I live
- ▼ Places I can meet up with people near where I live
- ▼ Good bus links to other parts of the city from where I live



Red: Priority Level DECREASING

Orange: Priority Level Unchanged

Green: Priority Level INCREASING

Square: Key Priority in 2023

Progress Against Previous My Street Priorities

Q. 2 years ago, when we asked you to tell us what was important to you about where you live, and what you most wanted to improve, you told us that the following were your top priorities.

Thinking about the last 2 years, have they got worse, stayed the same or got better?

	Got Worse	Stayed The Same	Got Better
How safe you feel walking around the area you live	24%	67%	9%
Local public services, such as a GP, libraries etc	27%	67%	5%
Peaceful and quiet streets	30%	62%	7%
Cleanliness and tidiness of your streets	39%	48%	13%
People taking pride in the area where you live	37%	54%	9%

- **The majority of respondents feel that all five of the top priorities identified in the Community Strategy Survey in 2023 have stayed the same over the last two years**
- Most notably, over half of respondents feel that the following have stayed the same:
 - How safe you feel walking around the area you live (67%)
 - Local public services, such as a GP, libraries etc (67%)
 - Peaceful and quiet streets (62%)
 - People taking pride in the area where you live (54%)
- **However, significantly more respondents think that all five of the top priorities from 2023 have got worse than think they have got better**
 - **People taking pride in the area where you live (37% got worse vs 9% got better)**
 - **Cleanliness and tidiness of your streets (39% got worse vs 13% got better)**
 - **Peaceful and quiet streets (30% got worse vs 7% got better)**
 - **Local public services, such as a GP, libraries etc (27% got worse vs 5% got better)**
 - **How safe you feel walking around the area you live (24% got worse vs 9% got better)**

Q. Thinking about your life, day to day, how do you feel about it?

I am unhappy with Hull	8%	18%	25%	35%	14%	I am happy with Hull
I am not satisfied with Hull	9%	19%	30%	30%	12%	I am satisfied with Hull
I feel I don't belong to Hull	8%	12%	26%	31%	24%	I feel like I belong to Hull

★ **49% of respondents tend to feel happy with Hull.**

This compares to 26% of respondents who tend to feel unhappy with Hull.

★ **42% of respondents tend to feel satisfied with Hull.**

This compares to 28% of respondents who tend to feel unsatisfied with Hull.

★ **55% of respondents tend to feel like they belong to Hull.**

This compares to 20% of respondents who tend to feel like they do not belong to Hull.

Q. How much do you agree with the statement: "I am proud to live in, or near, Hull"

Strongly Disagree	8%
Disagree	11%
Neither	25%
Agree	36%
Strongly Agree	21%

★ **56% of respondents agree or strongly agree that they are proud to live in, or near, Hull.**

This compares to 19% of respondents disagree or strongly disagree that they are proud to live in, or near, Hull..

	My City		
	2023	2025	Change
Happy	49%	49%	No Sig Change
Satisfied	43%	42%	No Sig Change
Belong	56%	55%	No Sig Change
Proud	53%	56%	No Sig Change

Since the Community Strategy Survey in 2023 there has been:

- There has been no significant change in the proportion of respondents who are happy with Hull
- There has been no significant change in the proportion of respondents who are satisfied with Hull
- There has been no significant change in the proportion of respondents who feel like they belong to Hull
- There has been no significant change in the proportion of respondents who are proud to live in, or near, Hull.

Q. Thinking about Hull, which of the following are most **important** to you?

	2023	2025	Change
Homes that local people can afford	62%	64%	
Transport (e.g. roads, bus routes etc.)	52%	57%	▲
Jobs	55%	52%	▼
Parks and open spaces	41%	50%	▲
Local people feel proud	30%	38%	▲
Culture, sport, and leisure	37%	35%	
Shops / shopping centres like St Stephen's and St Andrew's Quay	38%	32%	▼
Environmentally friendly city	31%	31%	
Local people feel they belong	23%	31%	▲
Visitor and tourist attractions	32%	30%	
The chance to study, train and get new skills, and the places to do it	27%	19%	▼
Broadband and mobile	21%	18%	▼

Respondents believe that the most **important** things in **Hull** are:

- ★ Homes that local people can afford (64%)
- ★ Transport (e.g. roads, bus routes etc.) (57%)
- ★ Jobs (52%)
- ★ Parks and open spaces (50%)
- ★ Local people feel proud (38%)

Since the Community Strategy Survey in 2023, the following things have all become significantly **more important**:

- ▲ Parks and open spaces (+ 9pp)
- ▲ Local people feel proud (+ 8pp)
- ▲ Local people feel they belong (+ 8pp)
- ▲ Transport (e.g. roads, bus routes etc.) (+ 5pp)

Since the Community Strategy Survey in 2023, the following things have all become significantly **less important**:

- ▼ The chance to study, train and get new skills, and the places to do it (- 8pp)
- ▼ Shops / shopping centres like St Stephen's and St Andrew's Quay (- 6pp)
- ▼ Jobs (- 3pp)
- ▼ Broadband and mobile (- 3pp)

Q. And which do you most want **improved** over the next 2 years?

	2023	2025	Change
Homes that local people can afford	55%	54%	
Jobs	52%	53%	
Transport (e.g. roads, bus routes etc.)	51%	48%	
Parks and open spaces	34%	36%	
Local people feel proud	27%	36%	▲
Shops / shopping centres like St Stephen's and St Andrew's Quay	39%	32%	▼
Environmentally friendly city	38%	32%	▼
Local people feel they belong	23%	32%	▲
Culture, sport, and leisure	30%	27%	
Visitor and tourist attractions	35%	27%	▼
Broadband and mobile	24%	16%	▼
The chance to study, train and get new skills, and the places to do it	22%	15%	▼

Respondents believe that the things which need the most **improvement** in **Hull** are:

- ★ Homes that local people can afford (54%)
- ★ Jobs (53%)
- ★ Transport (e.g. roads, bus routes etc.) (48%)
- ★ Parks and open spaces (36%)
- ★ Local people feel proud (36%)

Since the Community Strategy Survey in 2023, the following things have all become significantly more in need of improvement:

- ▲ Local people feel they belong (+ 89p)
- ▲ Local people feel proud (+ 9pp)

Since the Community Strategy Survey in 2023, the following things have all become significantly less in need of improvement:

- ▼ Broadband and mobile (- 8pp)
- ▼ Visitor and tourist attractions (- 8pp)
- ▼ The chance to study, train and get new skills, and the places to do it (- 7pp)
- ▼ Shops / shopping centres like St Stephen's and St Andrew's Quay (- 7pp)
- ▼ Environmentally friendly city (- 6pp)

My City Priorities

My City: Key Priorities

The following are identified as having both above average importance and as requiring an above average level of improvement:

- ★ Homes that local people can afford
- ★ Jobs
- ★ Transport (e.g. roads, bus routes etc.)
- ★ Parks and open spaces
- ★ Local people feel proud

My City: Increasing Priorities

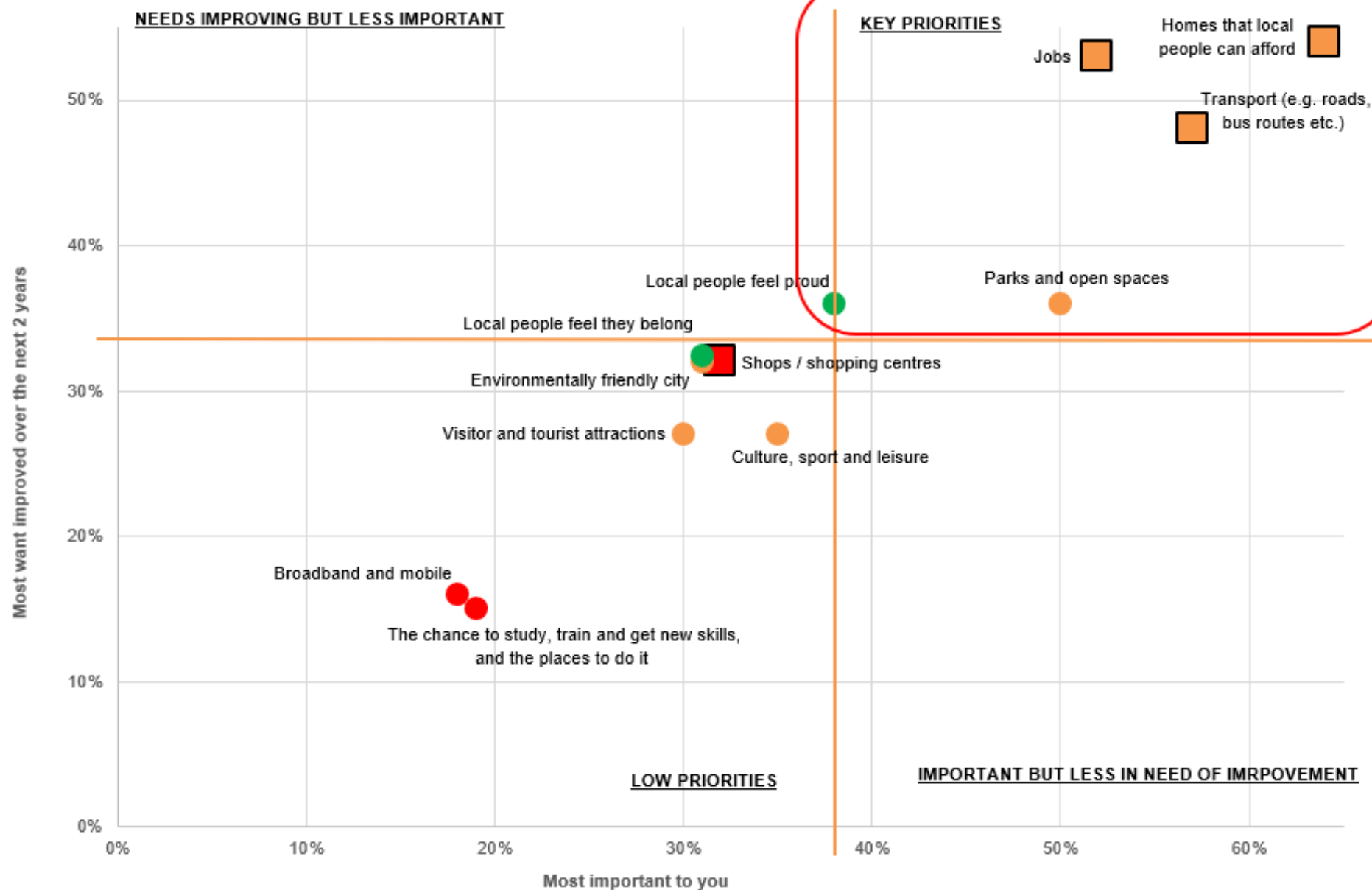
Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly more important and significantly more in need of improvement:

- ▲ Local people feel proud
- ▲ Local people feel like they belong

My City: Decreasing Priorities

Over the last two years, since the Community Strategy Survey in 2023, the following have become both significantly less important and significantly less in need of improvement:

- ▼ The chance to study, train and get new skills, and the places to do it
- ▼ Broadband and mobile
- ▼ Shops / shopping centres like St Stephen's and St Andrew's Quay



Red: Priority Level DECREASING

Orange: Priority Level Unchanged

Green: Priority Level INCREASING

Square: Key Priority in 2023

Progress Against Previous My City Priorities

Q. 2 years ago, when we asked you to tell us what was important to you about Hull, and what you most wanted to improve, you told us that the following were your top priorities.

Thinking about the last 2 years, have they got worse, stayed the same or got better?

	Got Worse	Stayed The Same	Got Better
Transport infrastructure (e.g. roads, bus routes, cycle routes etc.)	44%	47%	10%
The range and quality of jobs	40%	55%	5%
Availability of homes that local people can afford	49%	46%	5%
Shops / shopping centres like St Stephen's and St Andrew's Quay	49%	47%	4%

- ▼ **Unlike in the My Life and My Street sections, in the My City section a similar proportion of respondents feel that each of the four key priorities identified in the Community Strategy Survey in 2023 have got worse over the last two years, as feel they have stayed the same over the last two years.**
- Most notably, the largest proportion of respondents think that the following priorities from 2023 have got worse:
 - Availability of homes that local people can afford (49% got worse vs 46% stayed the same)
 - Shops / shopping centres like St Stephen's and St Andrew's Quay (49% got worse vs 44% stayed the same)

My Council

Q. How dissatisfied or satisfied are you with Hull City Council overall?

Very dissatisfied	11%
Dissatisfied	16%
Neither	39%
Satisfied	28%
Very satisfied	6%

- ★ **34% of respondents are satisfied or very satisfied with Hull City Council overall.**
This compares to 27% of respondents who are dissatisfied or very dissatisfied with Hull City Council overall.

Q. How much would you say you trust Hull City Council?

1 – Not at all	14%
2	15%
3	41%
4	25%
5 – Trust completely	4%

- ★ **29% of respondents have a high level of trust in Hull City Council**
This compares to 29% of respondents who have a low level of trust in Hull City Council.

	My Council		
	2024	2025	Change
Satisfied	40%	34%	▼
Trust	24%	29%	▲

Since these questions were last asked in the People's Panel in 2024 there has been:

- ▼ **A significant decrease (- 6pp) in the proportion of respondents who are satisfied with Hull City Council overall.**
- ▲ **A significant increase (+ 5pp) in the proportion of respondents who trust Hull City Council.**

Note: The following questions about My Council priorities have not been asked in this way previously. Therefore, it is not possible to identify, as in previous sections, whether these priorities have become significantly more or less important / in need of improvement. This will be possible in future years.

Q. Thinking about Hull City Council, which of the following are most **important** to you?

Spends money wisely	55%
Listens to the local community	50%
Keeps the public well informed about what it's doing	43%
Acts on residents' concerns	42%
Offers good quality services	41%
Is working towards a better city	35%
Provides the services you need	33%
Delivers what it promised	32%
Is open and transparent	24%
Is making Hull a more environmentally friendly place	23%
Provides value for money	21%
Treats people with respect	20%
Provides services in a timely manner	15%
Provides services that are easy to access	14%
Makes it easy to provide feedback and get involved in local decisions	9%
Offers improved digital / online services	7%

Respondents believe that the most **important** things about **Hull City Council** are:

- ★ Spends money wisely (55%)
- ★ Listens to the local community (50%)
- ★ Keeps the public well informed about what it's doing (43%)
- ★ Acts on resident's concerns (42%)
- ★ Offers good quality services (41%)
- ★ Is working towards a better city (35%)
- ★ Provides the services you need (33%)
- ★ Delivers what it promised (32%)

Q. And which do you most want **improved** over the next 2 years?

Spends money wisely	53%
Acts on residents' concerns	41%
Listens to the local community	39%
Delivers what it promised	35%
Is working towards a better city	32%
Offers good quality services	30%
Provides value for money	30%
Keeps the public well informed about what it's doing	28%
Provides the services you need	28%
Is open and transparent	23%
Is making Hull a more environmentally friendly place	22%
Provides services that are easy to access	18%
Provides services in a timely manner	17%
Treats people with respect	14%
Makes it easy to provide feedback and get involved in local decisions	11%
Offers improved digital / online services	7%

Respondents believe that the things which need the most improvement about Hull City Council are:

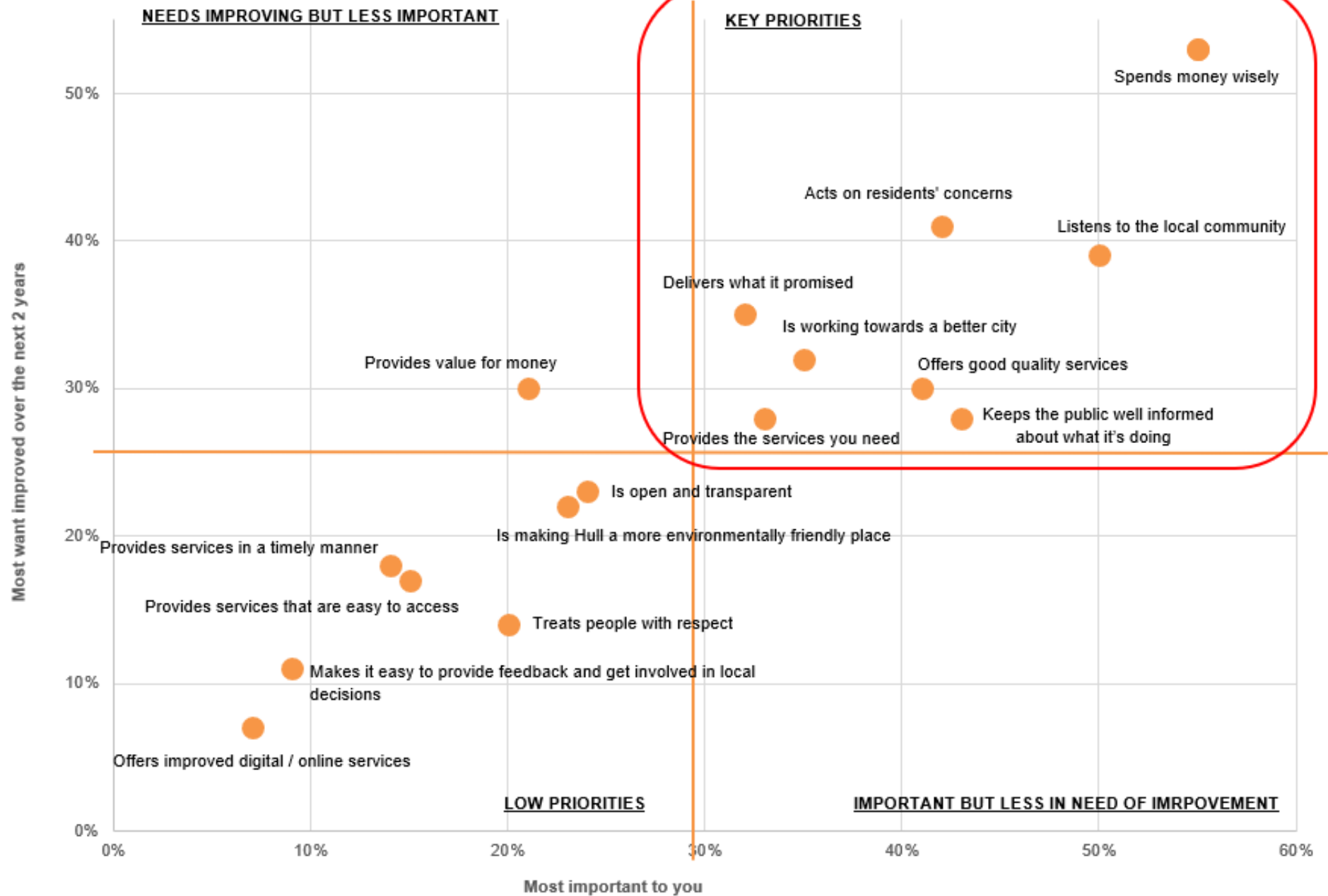
- ★ Spends money wisely (53%)
- ★ Acts on resident's concerns (41%)
- ★ Listens to the local community (39%)
- ★ Delivers what it promised (35%)
- ★ Is working towards a better city (32%)
- ★ Offers good quality services (30%)
- ★ Provides value for money (30%)
- ★ Keeps the public well informed about what it's doing (28%)
- ★ Provides the services you need (28%)

My Council Priorities

My Council: Key Priorities

The following are identified as having both above average importance and as requiring an above average level of improvement:

- ★ Spends money wisely
- ★ Listens to the local community
- ★ Acts on resident's concerns
- ★ Keeps the public well informed about what it's doing
- ★ Offers good quality services
- ★ Delivers what it promised
- ★ Is working towards a better city
- ★ Provides the services you need



Progress Against My Council Priorities

Q. Over the last 2 years, do you think Hull City Council has got worse, stayed the same or got better at the following?

	Got Worse	Stayed The Same	Got Better
Providing good quality digital / online services	16%	71%	14%
Working towards making Hull a more environmentally friendly place	24%	59%	17%
Keeping the public well informed about what it is doing	24%	62%	15%
Treating people with respect	19%	72%	9%
Making it easy to provide feedback and get involved in local decisions	22%	68%	10%
Making services accessible	23%	69%	8%
Being open and transparent Hull City Council	26%	65%	9%
Listening to the local community	31%	57%	12%
Providing good quality services	28%	65%	8%
Providing services in a timely manner	26%	68%	5%
Providing the services you need	29%	67%	5%
Acting on residents' concerns	35%	56%	9%
Providing value for money	38%	58%	4%
Delivering what it promises	39%	57%	4%
Working towards a better city	44%	51%	5%
Spending money wisely	46%	49%	5%

- **The majority of respondents feel that all the My Council priorities listed have stayed the same over the last two years.**
- In fact, with the exception of Hull City Council spending money wisely, over half of respondents feel that the things listed have stayed the same.
- **With the exception of providing good quality digital / online services, significantly more respondents think that all of the things listed have got worse than think they have got better.**

In Summary

Q. Which of the following phrases best describes how you would talk about the following?

	Critical Without Being Asked	Critical If Specifically Asked	Neutral	Positive if Specifically Asked	Positive Without Being Asked
Hull City Council	13%	32%	37%	14%	4%
My neighbourhood	11%	19%	28%	31%	11%
Hull overall	10%	19%	24%	30%	17%

- ★ **18% of respondents would speak highly about Hull City Council.**
This compares to 45% of respondents who would speak negatively about Hull City Council.
- ★ **42% of respondents would speak highly about their neighbourhood.**
This compares to 30% of respondents who would speak negatively about their neighbourhood.
- ★ **47% of respondents would speak highly about Hull overall.**
This compares to 29% of respondents who would speak negatively about their Hull overall.

	Would Speak Positively		
	2024	2025	Change
Hull City Council	27%	18%	▼
My neighbourhood	N/A	42%	N/A
Hull overall	58%	47%	▼

Since these questions were last asked in the People’s Panel in 2024 there has been:

- ▼ **A significant decrease (- 9pp) in the proportion of respondents who would speak positively about Hull City Council.**
- ▼ **A significant decrease (- 11pp) in the proportion of respondents who would speak positively about Hull overall.**
- The question about how respondents would speak about their neighbourhood has not previously been asked in this way and therefore a direct comparison is not available. This will be possible in future years.

Q. The following are the main themes that you told us were most important for the city and its people over the coming decade. Please tell us how important each of them is, in comparison to each other.

		Undecided		
Community safety	23%	42%	35%	Health
Climate change, nature, and the environment	23%	30%	47%	The local economy
Local culture and heritage	36%	32%	32%	Climate change, nature, and the environment
Community safety	60%	28%	12%	Local culture and heritage
The local economy	27%	35%	38%	Community safety
Climate change, nature, and the environment	15%	30%	55%	Health
Health	45%	37%	17%	The local economy
The local economy	49%	33%	18%	Local culture and heritage
Community safety	54%	30%	16%	Climate change, nature, and the environment
Health	61%	26%	13%	Local culture and heritage

- Health is the clear priority. Significantly more respondents prioritise health over local culture and heritage (61% vs 13%), climate change, nature, and the environment (56% vs 15%), the local economy (45% vs 17%), and community safety (35% vs 23%).
- The next priority is community safety. Significantly more respondents prioritise community safety over local culture and heritage (60% vs 12%), climate change, nature, and the environment (54% vs 16%), and the local economy (38% vs 27%).
- The next priority is the local economy. Significantly more respondents prioritise the local economy over local culture and heritage (49% vs 18%), and climate change, nature, and the environment (47% vs 23%).
- The next priority is local heritage culture and heritage. Whilst not a significant difference, more respondents prioritise local culture over climate change, nature, and the environment (36% vs 32%).
- Finally, the lowest priority is climate change, nature, and the environment. climate change, nature, and the environment.

★ Thus, the ordered list of priorities, based only on these five themes is:

1. Health
2. Community safety
3. The local economy
4. Local culture and heritage
5. Climate change and environment

- This differs slightly from when the same question was asked in the People's Panel in January 2024, when climate change and the environment was ranked 4th, and local culture and heritage was ranked 5th. However, the difference in ranking between these two themes was not significant in both years, and therefore there is no notable distinction in ranking between these two themes.

Financial Stability Tracker

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

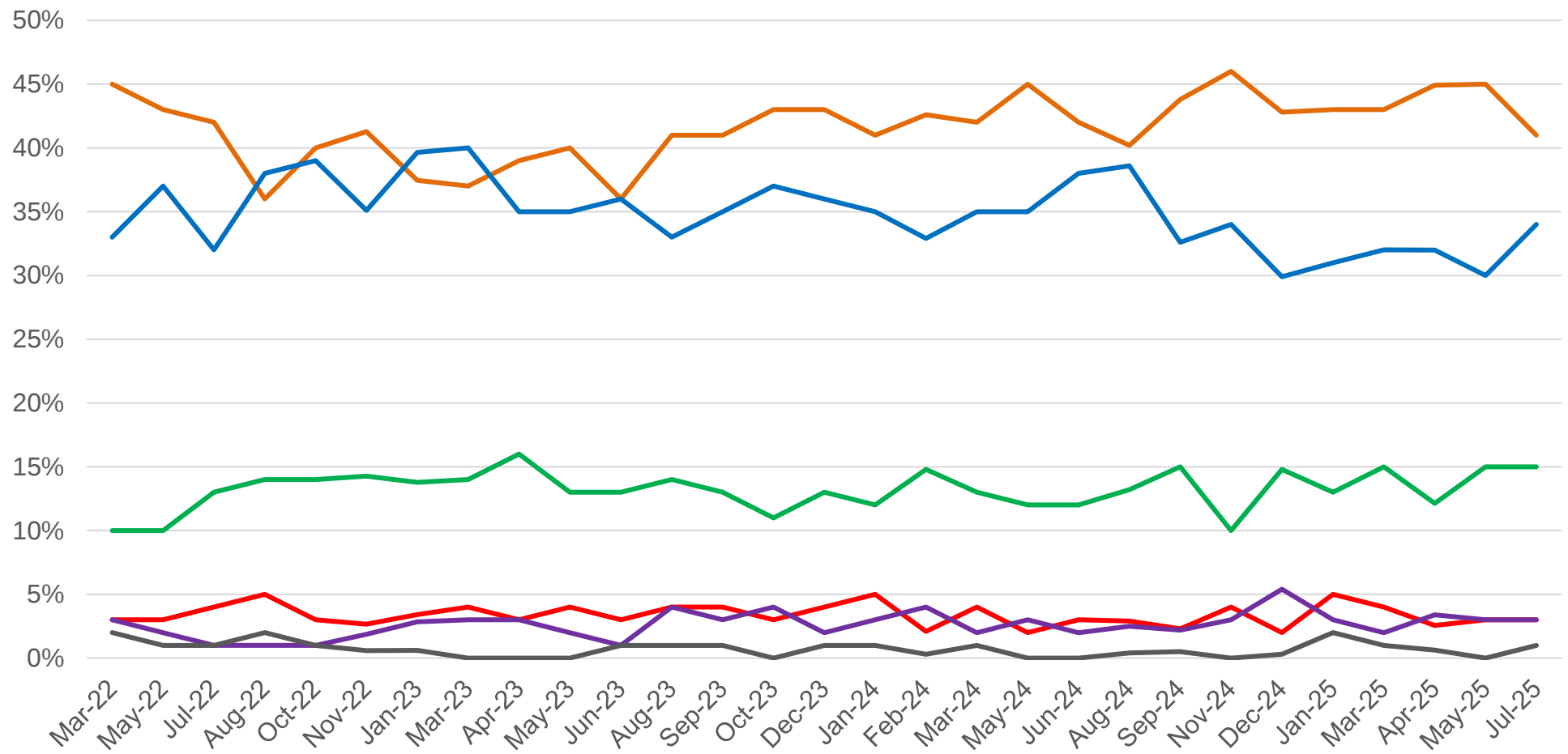
	Two Year Ago June 23	One Year Ago June 24	July 2025	Change from April 23	Change from April 24
Keeping up with bills / credit commitments without any difficulties	36%	42%	41%	▲	No Sig Change
Keeping up with bills / credit commitments, but it is a struggle from time to time	36%	38%	34%	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a constant struggle	13%	12%	15%	No Sig Change	No Sig Change
Falling behind with some bills / credit commitments	3%	3%	3%	No Sig Change	No Sig Change
Having real financial problems, have fallen behind with many bills / credit commitments	1%	2%	3%	No Sig Change	No Sig Change
Don't have any bills / credit commitments	1%	0%	1%	No Sig Change	No Sig Change

★ The majority of respondents (75%) are either keeping up without any difficulties (41%) or only struggling occasionally (34%).

22% find it a constant struggle to keep up (15%), are falling behind financially (3%) or are having real financial problems (3%).

1% of respondents state that they do not have any bills or credit commitments.

- There has been no significant change compared to when the same question was asked one year ago. one year ago in the People's Panel.
- However, compared to when the same question was asked two years ago in the People's Panel there has been:
 - ▲ A significant increase (+ 5pp) in the proportion of respondents who are keeping up without any difficulties



- 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