People's Panel March 2023 Analysis Report

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Introduction and Methodology

Introduction

This survey was conducted between February 2023 and April 2023. Questions covered the following topics:

- Happiness and Wellbeing
- Hull: Yorkshire's Maritime City
- South Blockhouse Visitor Attraction
- Heritage and Archaeological Projects
- Electric Vehicles
- Financial Stability Tracker

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

Methodology

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

As usual, an electronic version of the survey was emailed to over 4,400 online People's Panel members. A non-member version of the survey was also made available through the Hull City Council website and promoted on social media.

Response Rate

Method	Count	%
Member	1209	89%
Non-Member	146	11%
Total	**1355**	

Local Authority Residence	Count	%
Hull	1153	85%
East Riding	177	13%
Not Hull or East Riding	8	1%
No Postcode Provided	17	1%
Total	**1355**	

1,153 responses came from residents with a Hull postcode.

There are an estimated 213,538 residents of Hull aged 16 +.

This means that any figures reported for Hull have a confidence interval of 2.88% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 2.88 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 (16 + Population)		**Sample (1,153)**		**Hull Pop**	**Weighted Sample**
Gender	Female (inc. MTF)	544	47.3%	50.3%	50.0%
	Male (inc. FTM)	600	52.1%	49.7%	48.7%
	Other / non-binary	7	0.6%	-	1.3%
LLTI (impairment or illness)	No	752	65.5%	76.7%	75.5%
	Yes	396	34.5%	23.3%	24.5%
Age group	16-34	55	4.9%	33.8%	22.5%
	35-44	98	8.7%	16.3%	19.7%
	45-54	178	15.8%	15.7%	19.6%
	55-64	296	26.3%	15.1%	17.3%
	65-74	352	31.3%	11.1%	12.3%
	75+	145	12.9%	8.2%	8.6%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	40	3.5%	15.0%	11.4%
	White British	1104	96.5%	85.0%	88.6%

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

Average Score Analysis:

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

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

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

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

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

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

Executive Summary

Happiness and Wellbeing

Respondents are significantly more likely to rate different aspects of their health and wellbeing 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 (36%) to say they do not feel stressed or anxious (33%).

Feelings of happiness (50%) remain significantly lower than pre pandemic levels (65%) and are currently at the lowest recorded level.

Whilst feelings of healthiness (44%) have increased slightly (+4 percentage period) following the Xmas and New Year period, they remain at one of their lowest levels, and are significantly below pre pandemic levels (51%).

Loneliness peaked during the pandemic (26%), but current levels (21%) are relatively static and broadly in line with pre pandemic levels (23%).

Similarly, levels of stress / anxiety peaked during the pandemic (41%) but current levels (36%) are consistent with pre pandemic levels (36%).

Feelings of pessimism (28%) have increased during each reporting period and are currently at the highest level on record.

Hull: Yorkshire's Maritime City

Respondents are most aware of the Maritime Museum refurbishment (73%). Most respondents are also highly aware of Queens Gardens improvements (53%), the Arctic Corsair restoration and relocation (55%), and the Spurn Lightship restoration and relocation (47%).

Conversely, respondents are least aware of the South Blockhouse conservation and visitor attraction (18%). Respondents also have a low level of awareness of the Northend shipyard visitor centre (20%) and the Guildhall Timeball restoration (31%).

Respondents are most excited about of the Maritime Museum refurbishment (56%). Most respondents are excited about the Queens Gardens improvements (45%) and the Arctic Corsair restoration and relocation (43%).

Conversely, respondents are least excited about the Guildhall Timeball restoration (22%). Respondents also have a low level of excitedness about the South Blockhouse conservation and visitor attraction (26%) and the Northend shipyard visitor centre (28%).

Over three quarters of respondents agree / strongly agree that Hull's maritime history is important to the city (77%) and that they are aware of Hull's maritime history (77%). Most respondents also agree / strongly agree that they are proud of Hull's maritime history (62%), that they would like to know more about Hull's maritime history (58%), and that Hull's maritime history is important to them (43%).

However, 40% of respondents disagree / strongly disagree that they feel connected to Hull's maritime history, compared to 33% who agree / strongly agree.

Presented with a list of current / upcoming developments in the Maritime project; 82% of respondents are interested in at least one of the things listed. More than half of respondents (58%). are interested in the improvement of Queens Gardens as an outdoor events venue. Over a third of respondents are also interested in the New Spurn Lightship location and opening (45%), the restoration of the Arctic Corsair (44%), the Awakening (35%), and guided maritime tours (33%).

Nearly three quarters of respondents (72%) are not aware of the films that have been produced about the Maritime project: including behind the scenes conservation of artefacts. The 28% of respondents who are aware of these films are largely comprised of people who have not watched the films (20%). Only 8% of respondents have watched the films that have been produced about the Maritime project.

Respondents think that the most important aspects of Hull's maritime history are the docks, their role and their history (50%), Hull's role as Yorkshire's only maritime city (49%). Hull at war (44%), and Hull's importance to the country (43%).

South Blockhouse Visitor Attraction

Respondents' current knowledge regarding the South Blockhouse Visitor Attraction is low. Nearly two thirds (62%) of respondents state they have never heard of the South Blockhouse Visitor Attraction. A further quarter (26%) have either heard something but know nothing about it or only know a little. Just 12% of respondent say they know a fair amount (9%), a lot (2%) or are an expert (1%).

Only 8% of respondents attended the archaeological dig and / or one of the open days held at either the South Blockhouse or Trinity Market.

However, three quarters of respondents (75%) agree / strongly agree that the South Blockhouse visitor attraction will help to raise awareness of this important heritage site, and three quarters of respondents (76%) agree / strongly agree that they are likely to visit the South Blockhouse site when it is complete.

When presented with four potential story themes centred on the South Blockhouse, levels of interest amongst respondents are moderate, and broadly similar, for all four of the listed story themes. "Rebel, Rebel" (the South Blockhouse tells us about Hull's strategic position as a maritime city, the city's rebellious reputation and relationships with royalty) is the most popular theme by a small margin; with 62% of respondents rating their interest as high.

Over half of respondents would like to discover the stories of the South Blockhouse through 3D models / tactile map (55%) and / or tours / talks (53%). Over a third of respondents would also like to discover the stories of the South Blockhouse through graphic panels (text and images) (48%), words and images in seating / on paths (41%), a digital tour via app on phone / tablet (35%), an audio descriptive tour (33%) and / or live performance (33%).

Respondents' current knowledge regarding other key sites and structures that formed part of Hull's historic town defences is low. Respondents' knowledge is highest regarding Beverley Gate, where 90% of respondents have heard of Beverley Gate and nearly a third (31%) know a fair amount, a lot or are an expert. However, respondents' knowledge is lowest regarding North Blockhouse and Hull Castle, where over half of respondents have never heard of either (60% and 57% respectively).

Heritage and Archaeological Projects

Respondents were asked how much they disagree or agree with six statements regarding the role and impact of historical sites.

Respondents are most likely to agree / strongly agree with those statements regarding the benefits of historical sites as a catalyst for regeneration and attracting visitors. Over two thirds of respondents agree / strongly agree that he development / regeneration of unused land is important (81%), that historical sites can provide the momentum for improvement or regeneration (71%) and that sites of archaeological interest / importance would attract visitors (66%).

Although still mostly likely to agree / strongly agree, they are less likely to agree with those statements pertaining to their own interest and / or likelihood to visit sites of archaeological interest importance.

When considering whether or not to visit a heritage site or museum, over two thirds of respondents place a high level of importance on on-site facilities such as toilets (85%), facilities that are accessible for older and disabled people (80%), regular opening hours (80%), the site or museum being close to transport links (74%) and free admission (72%).

Unsurprisingly, the majority of respondents (86%) are most likely to get involved in heritage and culture activities at a city centre museum. However, over half are also likely to get involved in heritage and culture activities at a city centre outdoor event (56%), at another city centre building (53%) and / or at an outdoor event in their area in a park or open space (53%).

Electric Vehicles

Just 3% of respondents already own an electric car.

Of the remaining 97%, most (61%) expect to buy an electric vehicle in the future (36% in the next 10 years and 25% in more than 10 years). 22% say their household will never buy an electric vehicle and 14% live in households where no one drives

Just under a third of respondents (31%) do not have off street parking.

Of the remaining 69% of respondents who do have off street parking, 3% already have a dedicated charger and 4% are currently considering a dedicated charger. 22% expect they will get a dedicated charger in the next 10 years, 31% expect they will not get a dedicated charger in the next 10 years and 9% do not know

Financial Stability Tracker

The majority of respondents (77%) are either keeping up without any difficulties (37%) or only struggling occasionally (40%).

21% find it a constant struggle to keep up (14%), are falling behind financially (4%) or are having real financial problems (3%).

Compared to when this was last asked over the Xmas and New Year period, there has been no significant change***.***

Longer term, compared to March 2022, when the People's Panel began tracing this information:

- There has been an 8-percentage point <u>fall</u> in the proportion of respondents who are keeping up with bills / credit commitments without any difficulties
- Conversely, there has been a 7-percentage point <u>increase</u> in the proportion of respondents who are keeping up with bills / credit commitments, but it is a struggle from time to time, to the highest level recorded.
- There has also been a 4-percenatge point <u>increase</u> in the proportion of respondents who are keeping up with bills / credit commitments, but it is a constant struggle.

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	5%	16%	29%	41%	9%
Healthy	4%	21%	31%	36%	8%
Lonely	27%	26%	25%	16%	5%
Anxious / Stressed	9%	23%	31%	29%	7%
Worthwhile	4%	10%	35%	37%	14%
Optimistic	5%	23%	31%	31%	10%
Hopeful	4%	17%	36%	34%	9%

Focus on positive feelings:

	Jan 2020	Apr 2020	Mar 2022	Nov 2022	Jan 2023	**Mar 2023**
Happy	65%	51%	55%	53%	53%	**50%**
Healthy	51%	50%	45%	49%	40%	**44%**
Not Lonely	58%	50%	55%	59%	56%	**54%**
Not Stressed / Anxious	36%	31%	31%	37%	32%	**33%**
Worthwhile	56%	50%	46%	54%	51%	**51%**
Optimistic	-	-	39%	44%	42%	**41%**
Hopeful	-	-	44%	42%	46%	**44%**

Focus on negative feelings:

	Jan 2020	Apr 2020	Mar 2022	Nov 2022	Jan 2023	**Mar 2023**
Unhappy	14%	23%	23%	19%	20%	**21%**
Unhealthy	20%	20%	21%	23%	26%	**25%**
Lonely	23%	26%	19%	21%	20%	**21%**
Stressed / Anxious	36%	41%	35%	31%	38%	**36%**
Not worthwhile	14%	15%	16%	16%	16%	**15%**
Pessimistic	-	-	23%	23%	24%	**28%**
Not hopeful	-	-	16%	21%	22%	**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 (36%) to say they do not feel stressed or anxious (33%).

- Feelings of happiness (50%) remain significantly lower than pre pandemic levels (65%) and are currently at the lowest recorded level.
- Whilst feelings of healthiness (44%) have increased slightly (+4 percentage period) following the Xmas and New Year period, they remain at one of their lowest levels, and are significantly below pre pandemic levels (51%).
- Loneliness peaked during the pandemic (26%), but current levels (21%) are relatively static and broadly in line with pre pandemic levels (23%).
- Similarly, levels of stress / anxiety peaked during the pandemic (41%) but current levels (36%) are consistent with pre pandemic levels (36%).
- Feelings of pessimism (28%) have increased during each reporting period and are currently at the highest level on record.

Q. How aware are you of the following heritage projects in Hull?

	1 – Not At All Aware	2	3	4	5 – Very Aware	Average Score (1 to 5)
Maritime Museum refurbishment	9%	4%	13%	27%	46%	**3.60**
Queens Gardens improvements	15%	11%	20%	28%	25%	**3.37**
Arctic Corsair restoration and relocation	19%	12%	14%	26%	29%	**3.34**
Spurn Lightship restoration and relocation	24%	11%	18%	21%	26%	**3.14**
The Guildhall Timeball restoration	45%	10%	14%	14%	17%	**2.47**
Northend shipyard visitor centre	56%	12%	11%	8%	12%	**2.08**
South Blockhouse conservation and visitor attraction	62%	10%	10%	8%	10%	**1.94**

- Respondents are most aware of the Maritime Museum refurbishment. Nearly three quarters (73%) rate their level of awareness as 4 or 5, compared to just 13% who rate their level of awareness as 1 or 2.

- The majority of respondents are also aware of:

  - Queens Gardens improvements (53% rate their level of awareness as 4 or 5)
  - the Arctic Corsair restoration and relocation (55% rate their level of awareness as 4 or 5)
  - the Spurn Lightship restoration and relocation (47% rate their level of awareness as 4 or 5)

- Respondents are least aware of the South Blockhouse conservation and visitor attraction. Nearly three quarters (71%) rate their level of awareness as 1 or 2, compared to just 18% who rate their level of awareness as 4 or 5.

- The majority of respondents are also unaware of:

  - the Northend shipyard visitor centre (68% rate their level of awareness as 1 or 2)
  - the Guildhall Timeball restoration (55% rate their level of awareness as 1 or 2)

Q. How excited are you about the following heritage projects in Hull?

	1 – Not At All Excited	2	3	4	5 – Very Excited	Average Score (1 to 5)
Maritime Museum refurbishment	10%	8%	26%	27%	29%	**3.57**
Queens Gardens improvements	12%	14%	30%	29%	16%	**3.23**
Arctic Corsair restoration and relocation	18%	15%	24%	26%	17%	**3.08**
Spurn Lightship restoration and relocation	18%	14%	28%	25%	14%	**3.03**
Northend shipyard visitor centre	27%	16%	29%	15%	13%	**2.71**
South Blockhouse conservation and visitor attraction	30%	18%	26%	15%	11%	**2.59**
The Guildhall Timeball restoration	28%	21%	28%	14%	8%	**2.53**

- Respondents are most excited about the Maritime Museum refurbishment. Over half (56%) rate their level of excitement as 4 or 5, compared to just 18% who rate their level of excitement as 1 or 2.

- The majority of respondents are also excited about:

  - Queens Gardens improvements (45% rate their level of excitement as 4 or 5)
  - the Arctic Corsair restoration and relocation (43% rate their level of excitement as 4 or 5)

- Respondents are least excited about the Guildhall Timeball restoration. Nearly half quarters (49%) rate their level of excitement as 1 or 2, compared to 22% who rate their level of excitement as 4 or 5.

- The majority of respondents are also unexcited about:

  - the South Blockhouse conservation and visitor attraction (48% rate their level of excitement as 1 or 2)
  - the Northend shipyard visitor centre (42% rate their level of awareness as 1 or 2)

- Respondents are much more split when it comes to the Spurn Lightship restoration and relocation. 39% rate their level of excitement as 4 or 5, compared to 32% who rate their level of excitement as 1 or 2.

Q. How much do you disagree or agree with the following statements?

	- 2 Strongly Disagree	- 1 Disagree	0 Neither	+ 1 Agree	+ 2 Strongly Agree	Average Score (--2 to +2)
Hull's maritime history is important to the city	3%	4%	17%	31%	46%	**1.14**
I am aware of Hull's maritime history	2%	6%	14%	40%	37%	**1.05**
I am proud of Hull's maritime history	3%	10%	26%	28%	34%	**0.79**
I would like to know more about Hull's maritime history	6%	11%	25%	34%	24%	**0.59**
Hull's maritime history is important to me	11%	17%	29%	22%	21%	**0.25**
I feel connected to Hull's maritime history	16%	24%	27%	16%	17%	**-0.05**

- Over three quarters of respondents agree / strongly agree that:
    - Hull's maritime history is important to the city (77%)
    - I am aware of Hull's maritime history (77%)
- This compares to just a small percentage who disagree / strongly disagree with these statements (7% and 8% respectively).
- The majority of respondents also agree / strongly agree that:
    - I am proud of Hull's maritime history (62%)
    - I would like to know more about Hull's maritime history (58%)
    - Hull's maritime history is important to me (43%)
- "I feel connected to Hull's maritime history" is the only statement where respondents are more likely to disagree / strongly disagree, rather than agree / strongly agree.
- In this case 40% of respondents disagree / strongly disagree with the statement, compared to 33% who agree / strongly agree.

Q. In the coming months, there will be more developments in the maritime project. Which of the following do you have an interest in?

Improvement of Queens Gardens as an outdoor events venue	58%
New Spurn Lightship location and opening	45%
Restoration of the Arctic Corsair	44%
The Awakening	35%
Guided maritime tours	33%
Northend shipyard visitor and education centre	28%
Design and delivery phase of South Blockhouse visitor attractions	26%
Creating temporary displays / exhibitions about Hull's Maritime heritage	18%
None of these	18%
Employment skills training	16%
Paid Internships	8%
Traineeships	8%
Taking part in a Community Theatre production about Hull's Maritime Heritage	6%
Applying for a community grant for a project highlighting Hull's maritime links in your neighbourhood	5%

- 82% of respondents are interested in at least one of the things listed.
- More than half of respondents (58%). are interested in the improvement of Queens Gardens as an outdoor events venue.
- Over a third of respondents are also interested in:
    - New Spurn Lightship location and opening (45%)
    - Restoration of the Arctic Corsair (44%)
    - The Awakening (35%)
    - Guided maritime tours (33%)

Q. Hull Maritime have produced a number of films about the Maritime project, including behind the scenes conservation of artefacts. Have you watched any of these?

Yes	8%
No	20%
Not aware of them	72%

- Nearly three quarters of respondents (72%) are not aware of the films that have been produced about the Maritime project.
- The 28% of respondents who are aware of these films are largely comprised of people who have not watched the films (20%).
- Only 8% of respondents have watched the films that have been produced about the Maritime project.

Q. Of the following, which do you think are most important?

The docks, their role and their history	50%
Hull's role as Yorkshire's only maritime city	49%
Hull at war	44%
Hull's importance to the country	43%
Hull as a major world trading route including trade through the ages	40%
How Hull came to be (the founding of Hull)	37%
Hull's importance to the region	31%
Deep-sea fishing (trawlers)	25%
Hull's role as a medieval port	24%
Hull's importance internationally	21%
Hull's role in migration (Europe to America)	20%
Hull's role in the Industrial Revolution	17%
Whales and whaling	15%
Life on board ship / working at sea	13%
Exploration and discovery	10%
Humber keels and sloops / the inland waterways	4%
The Arctic	4%
Other	3%

- Respondents think that the following are the most important aspects of Hull's maritime history:
  - The docks, their role and their history (50%)
  - Hull's role as Yorkshire's only maritime city (49%)
  - Hull at war (44%)
  - Hull's importance to the country (43%)

- Over a third of respondents also think that the following are important:
  - Hull as a major world trading route including trade through the ages (40%)
  - How Hull came to be (the founding of Hull) (37%)

South Blockhouse Visitor Attraction

Q. Which of the following describes how much you know about the South Blockhouse?

1 – Never heard of it	2 – Heard something but know nothing	3 – A little	4 – A fair amount	5 – A lot	6 – I'm an expert	Average Score (1 to 6)
62%	13%	13%	9%	2%	**1%**	**1.78**

- Respondents' current knowledge regarding the South Blockhouse Visitor Attraction is low.
- Nearly two thirds (62%) of respondents state they have never heard of the South Blockhouse Visitor Attraction.
- A further quarter (26%) have either heard something but know nothing about it or only know a little.
- Just 12% of respondent say they know a fair amount (9%), a lot (2%) or are an expert (1%).

Q. Did you attend the archaeological dig or open day events held at the South Blockhouse during July-September 2022 or at Trinity Market 10 and 11th February 2023?

No	92%
Yes, I worked on the dig (volunteer or archaeologist)	1%
Yes, I attended the dig as a visitor	4%
Yes, I visited the dig as part of a community group or for my job	1%
Yes, I attended one or more of the open days	3%
Yes, I attended an event at Trinity Market	2%

- 8% of respondents attended the archaeological dig and / or one of the open days held at either the South Blockhouse or Trinity Market.
- Those that did, were most likely to have attended the dig as a visitor (4%) or to have attended an open day at the South Blockhouse (3%).

Q. How much do you agree with the following? (Don't know responses removed)

	- 2 Strongly Disagree	- 1 Disagree	0 Neither	+ 1 Agree	+ 2 Strongly Agree	Average Score (--2 to +2)
The South Blockhouse visitor attraction will help to raise awareness of this important heritage site	3%	3%	19%	43%	32%	**0.99**
I am likely to visit the South Blockhouse site when it is complete	3%	7%	14%	39%	37%	**1.00**

- Three quarters of respondents (75%) agree / strongly agree that the South Blockhouse visitor attraction will help to raise awareness of this important heritage site; compared to just 6% who disagree / strongly disagree.

- Similarly, three quarters of respondents (76%) agree / strongly agree that they are likely to visit the South Blockhouse site when it is complete; compared to just 10% who disagree / strongly disagree.

Q. How interested would you be in discovering more about the following story themes?

	1 – Not At All Interested	2	3	4	5 – Very Interested	Average Score (1 to 5)
Rebel, rebel: the South Blockhouse tells us about Hull's strategic position as a maritime city, the city's rebellious reputation and relationships with royalty	10%	7%	20%	24%	38%	**3.74**
Origin stories: the building of the South Blockhouse tells of King Henry VIII's fear of attack and rebellion, from both inside and outside his kingdom	9%	9%	23%	28%	31%	**3.63**
Connecting with the past: the South Blockhouse impacted on the lives of people inside and outside its walls; what might you have heard, seen, smelled, and felt if you were here then?	9%	9%	23%	27%	31%	**3.61**
Changing views: archaeology, historical records and art give us glimpses into the past uses, changing features and differing perspectives of the South Blockhouse, from construction to destruction	10%	10%	26%	26%	28%	**3.51**

- Levels of interest are moderate, and broadly similar, for all four of the listed story themes.

- More than half of respondents rate their level of interest as 4 or 5, for all four story themes.

- Rebel, Rebel (the South Blockhouse tells us about Hull's strategic position as a maritime city, the city's rebellious reputation and relationships with royalty) is the most popular theme by a small margin; with 62% of respondents rating their interest as 4 or 5.

Q. How would you most enjoy discovering the stories of the South Blockhouse?

3D models / tactile maps	55%
Tours / talks	53%
Graphic panels (text and images)	48%
Words and images in seating / on paths	41%
Digital tour via app on phone / tablet	35%
Audio descriptive tour	33%
Live performance	33%
Art installations	30%
Temporary exhibition	29%
Downloadable leaflet	25%
Augmented Reality / digital games	19%
Other	4%

- Over half of respondents would like to discover the stories of the South Blockhouse through:
  - 3D models / tactile maps (55%)
  - Tours / talks (53%)

- Over a third of respondents would also like to discover the stories of the South Blockhouse through:
  - Graphic panels (text and images) (48%)
  - Words and images in seating / on paths (41%)
  - Digital tour via app on phone / tablet (35%)
  - Audio descriptive tour (33%)
  - Live performance (33%)

Q. How much do you know about the other key sites and structures that formed part of Hull's historic town defences?

	1 – Never heard of it	2 – Heard something but know nothing	3 – A little	4 – A fair amount	5 – A lot	6 – I'm an expert	Average Score (1 to 6)
Beverley Gate	10%	23%	36%	24%	6%	**<1%**	**2.94**
Town Walls (Curtain Walls)	29%	24%	32%	12%	3%	**<1%**	**2.38**
Myton Gate	20%	40%	30%	8%	2%	**<1%**	**2.33**
North Gate	27%	32%	29%	10%	2%	**<1%**	**2.29**
Hull Citadel	39%	28%	23%	7%	2%	**<1%**	**2.05**
Hessle Gate	41%	33%	20%	55	1%	**<1%**	**1.93**
North Blockhouse	60%	19%	16%	4%	1%	**<1%**	**1.68**
Hull Caste	57%	25%	13%	3%	1%	**<1%**	**1.67**

- Respondents' current knowledge regarding other key sites and structures that formed part of Hull's historic town defences is low.

- Respondents' knowledge is highest regarding Beverley Gate, where 90% of respondents have heard of Beverley Gate and nearly a third (31%) know a fair amount, a lot or are an expert.

- Conversely, respondents' knowledge is lowest regarding North Blockhouse and Hull Castle, where over half of respondents have never heard of either (60% and 57% respectively).

Heritage and Archaeological Projects

Q. How much do you disagree or agree with the following statements?

	- 2 Strongly Disagree	- 1 Disagree	0 Neither	+ 1 Agree	+ 2 Strongly Agree	Average Score (--2 to +2)
The development / regeneration of unused land is important	3%	4%	12%	29%	52%	**1.22**
Historical sites can provide the momentum for improvement or regeneration	2%	8%	19%	38%	33%	**0.91**
Sites of archaeological interest / importance would attract visitors	3%	8%	23%	33%	33%	**0.86**
I would like to visit sites of archaeological interest / importance	5%	11%	26%	29%	29%	**0.68**
I am interested in more archaeological sites being made available to view	5%	12%	24%	30%	29%	**0.66**
I am interested in sites of archaeological interest / importance being excavated	5%	12%	25%	32%	27%	**0.65**

- Respondents are more likely to agree / strongly agree, rather than disagree / strongly disagree, with all of these statements.

- Respondents are most likely to agree / strongly agree with statements regarding the benefits of historical sites as a catalyst for regeneration and attracting visitors.

- Over two thirds of respondents agree / strongly agree that:

    - The development / regeneration of unused land is important (81%)
    - Historical sites can provide the momentum for improvement or regeneration (71%)
    - Sites of archaeological interest / importance would attract visitors (66%)

- This compares to just a small percentage who disagree / strongly disagree with these statements (7%, 10% and 11% respectively).

- Whilst respondents are still more likely to agree / strongly agree, rather than disagree / strongly disagree, they are least likely to agree with statements pertaining to their own interest and / or likelihood to visit sites of archaeological interest importance.

Q. How important are the following when considering whether or not to visit a heritage site or museum?

	1 – Not At All Important	2	3	4	5 – Very Important	Average Score (1 to 5)
On-site facilities such as toilets	1%	3%	10%	31%	54%	4.31
Facilities that are accessible for older and disabled people	5%	4%	12%	30%	50%	4.19
Regular opening times	1%	2%	16%	42%	38%	4.11
Free admission	3%	4%	21%	32%	40%	4.02
Close to transport links	4%	4%	18%	35%	39%	4.01
An immersive visitor experience	3%	7%	26%	37%	28%	3.83
A programme of events and activities e.g. talks, tours, performances etc.	3%	6%	28%	38%	24%	3.71
Parking	9%	7%	21%	27%	35%	3.69
Refreshments / café	4%	9%	26%	37%	23%	3.63
Blue badge parking	14%	7%	23%	24%	32%	3.53
Child / family friendly activities	12%	8%	20%	33%	26%	3.5
Good links with other nearby attractions / packaged experience	5%	11%	33%	34%	17%	3.47
Access to all areas, including behind the scenes	6%	12%	31%	34%	17%	3.44
To be able to physically interact with the artefacts (e.g. handle items etc.)	11%	13%	30%	28%	18%	3.29
Play facilities for children	20%	14%	33%	21%	12%	2.91

- When considering whether or not to visit a heritage site or museum, over two thirds of respondents place a high level of importance (e.g. they give a rating of four or five) on the following:
    - On-site facilities such as toilets (85%)
    - Facilities that are accessible for older and disabled people (80%)
    - Regular opening hours (80%)
    - Close to transport links (74%)
    - Free admission (72%)

- Over half of respondents also place a high level of importance (e.g. they give a rating of four or five) to the following:

    - An immersive visitor experience (65%)
    - A programme of events and activities e.g. talks, tours, performances etc. (62%)
    - Parking (62%)
    - Refreshments / café (60%)
    - Child / family friendly activities (59%)
    - Blue badge parking (56%)
    - Good links with other nearby attractions / packaged experience (51%)
    - Access to all areas, including behind the scenes (51%)

Q. In which of the following places are you most likely to get involved in heritage and culture activities such as talks or exhibitions?

City centre museum	86%
City centre outdoor event	56%
Other city centre building	53%
Outdoor event in your area in a park or open space	53%
At a local school or community centre etc.	18%
Other	2%

- Unsurprisingly, the majority of respondents (86%) are most likely to get involved in heritage and culture activities at a city centre museum.

- However, over half are also likely to get involved in heritage and culture activities at a city centre outdoor event (56%), at another city centre building (53%) and / or at an outdoor event in their area in a park or open space (53%)

- Less than a fifth of respondents (18%) are likely to get involved in heritage and culture activities at a local school or community centre.

Electric Vehicles

Q. When do you think your household is likely to buy an electric vehicle?

In next 3 years	5%
In the next 3 - 6 years	13%
In the next 6 - 10 years	18%
10 years +	25%
We already own an electric vehicle	3%
My household won't buy an electric vehicle	22%
No-one in my household drives	14%

- Just 3% of respondents already own an electric car.
- Of the remaining 97%:
    - 61% expect to buy an electric vehicle in the future
        - 36% in the next 10 years
        - 25% in more than 10 years
    - 22% say their household will never buy an electric vehicle
    - 14% live in households where no one drives

Q. Which of the following best describes you?

Don't have off street parking	31%
Have space for off-street parking and already have a dedicated charger	3%
Have space for off-street parking and don't have a dedicated charger but currently considering one	4%
Have space for off-street parking and don't have dedicated charger but likely to get one in the next 10 years	22%
Have space for off-street parking and am unlikely to get a dedicated charger in the next 10 years	31%
Don't know	9%

- Just under a third of respondents (31%) do not have off street parking.
- Of the remaining 69% of respondents who do have off street parking:
    - 3% already have a dedicated charger
    - 4% are currently considering a dedicated charger
    - 22% expect they will get a dedicated charger in the next 10 years
    - 31% expect they will not get a dedicated charger in the next 10 years
    - 9% do not know

Financial Stability Tracker

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

Keeping up with bills / credit commitments without any difficulties	37%
Keeping up with bills / credit commitments, but it is a struggle from time to time	40%
Keeping up with bills / credit commitments, but it is a constant struggle	14%
Falling behind with some bills/credit commitments	4%
Having real financial problems, have fallen behind with many bills / credit commitments	3%
Don't have any bills / credit commitments	0%
I don't know / prefer not to say	3%

- The majority of respondents (77%) are either keeping up without any difficulties (37%) or only struggling occasionally (40%).
- 21% find it a constant struggle to keep up (14%), are falling behind financially (4%) or are having real financial problems (3%).

Q. Which of the following best describes how your household is managing?

	Mar 2022	**May 2022**	**Jul 2022**	**Aug 2022**	**Oct 2022**	**Nov 2022**	**Jan 2023**	**Mar 2023**	**Change from March 22**
Keeping up with bills / credit commitments without any difficulties	45%	43%	42%	36%	40%	41%	37%	**37%**	- 8pp
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	37%	32%	38%	39%	35%	40%	**40%**	+ 7pp
Keeping up with bills / credit commitments, but it is a constant struggle	10%	10%	13%	14%	14%	14%	14%	**14%**	+ 4pp
Falling behind with some bills / credit commitments	3%	3%	4%	5%	3%	3%	3%	**4%**	+ 1pp
Having real financial problems, have fallen behind with many bills / credit commitments	3%	2%	1%	1%	1%	2%	3%	**3%**	-
Don't have any bills / credit commitments	2%	1%	1%	2%	1%	1%	1%	**0%**	- 2pp

- Compared to when this was last asked over the Xmas and New Year period, there has been no significant change.
- Longer term, compared to March 2022, when the People's Panel began tracing this information:
    - There has been an 8-percentage point <u>fall</u> in the proportion of respondents who are keeping up with bills / credit commitments without any difficulties
    - Conversely, there has been a 7-percentage point <u>increase</u> in the proportion of respondents who are keeping up with bills / credit commitments, but it is a struggle from time to time, to the highest level recorded,
    - There has also been a 4-percentage point <u>increase</u> in the proportion of respondents who are keeping up with bills / credit commitments, but it is a constant struggle.