



people's panel
making your voice count



People's Panel October 2023 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	9
5	Hull City Council – How Are We Doing?	10
6	Influence and Trust	13
7	Interacting With Hull City Council	15
8	Neighbourhood Priorities Explored	18
9	My Hull	19
10	My Community	20
11	Belonging	21
12	Financial Stability Tracker	22

Introduction and Methodology

Introduction

This survey was conducted between October and December 2023. Questions covered the following topics:

- Happiness and Wellbeing
- Hull City Council – How Are We Doing?
- Influence and Trust
- Interacting With Hull City Council
- Neighbourhood Priorities Explored
- My Hull
- My Community
- Belonging
- 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 October and December 2023.

As usual, an electronic version of the survey was emailed to over 4,800 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

Response Rate

Method	Count	%
Member	1040	94.0%
Non-Member	66	6.0%
Total	1106	

Local Authority Residence	Count	%
Hull	996	90.1
- West Area	198	19.9%
- North Area	432	43.4%
- East Area	361	36.2%
- Hull But Unknown Area	5	0.5%
East Riding	101	9.1%
Not Hull or East Riding	2	0.2%
No Postcode Provided	7	0.6%
Total	1106	

996 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 3.1% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.1 percentage points of the reported figure).

This is within both corporate and industry standards.

Demographics and Weighting

The demographics of respondents from Hull are given below.

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

Total		Sample (996)		Hull Pop	Weighted Sample
Gender	Female (inc. MTF)	446	45.0%	50.3%	48.9%
	Male (inc. FTM)	541	54.6%	49.7%	49.9%
	Other / non-binary	4	0.4%	-	1.2%
LLTI (impairment or illness)	No	626	63.2%	76.7%	74.8%
	Yes	385	36.8%	23.3%	25.2%
Age group	16-34	44	4.5%	33.8%	21.7%
	35-44	81	8.4%	16.3%	20.3%
	45-54	167	17.2%	15.7%	18.7%
	55-64	248	25.6%	15.1%	17.8%
	65-74	309	31.9%	11.1%	12.9%
	75+	120	12.4%	8.2%	8.6%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	43	4.4%	15.0%	10.3%
	White British	941	95.6%	85.0%	89.7%

Note: Responses are not weighted geographically. Minimum sample sizes at ward level were not met and therefore it is not possible to produce ward level results.

Average Score Analysis:

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

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

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

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

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

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

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 (31%) as say they do not feel stressed or anxious (37%).

Feelings of happiness were highest pre lockdown (65%) but fell significantly during lockdown (51%). Since then happiness has increased slowly, and while current levels (58%) are significantly higher than one year ago (53%) they remain significantly below pre-lockdown levels.

Current feelings of unhealthiness (26%) continue to be the highest recorded, and significantly higher than both pre-lockdown and lockdown levels (20%).

Feelings of loneliness peaked during lockdown (26%) but have decreased significantly. Current feelings of loneliness (16%) are significantly below those of a year ago (21%) and those pre-lockdown (23%).

Similarly, feelings of stress / anxiety peaked during lockdown (41%) but have decreased significantly. Current feelings of stress / anxiety (31%) are significantly below those pre-lockdown (36%) but not significantly different from a year ago (31%).

Hull City Council: How Are We Doing

Only a half of respondents, or fewer, agree or strongly agree with any of the thirteen positive statements about Hull City Council listed in the survey.

Respondents are most likely to agree that Hull City Council:

- Is working towards a better city (50%)
- Provides the services they need (48%)
- Treats people with respect (46%)
- Offers good quality services (41%)

Respondents are least likely to agree that Hull City Council:

- Spends money wisely (17%)
- Delivers what it promises (19%)
- Provides value for money (24%)

Over the last year there has been a significant decrease in the proportion of respondents who think that Hull City Council keeps the public informed about what it's doing.

When presented with a list of seven positive words that could be used to describe Hull City Council, less than a third of respondents would use any single word to describe their personal experiences.

They are most likely to say that their personal experiences of Hull City Council were fair (30%), friendly (27%) and / or respectful (26%).

They are least likely to say that their personal experiences of Hull City Council were understanding (16%), and / or easy to use (16%).

Almost two thirds of respondents (63%) believe that Hull City Council is neither better nor worse than other councils across the country.

18% of respondents believe that Hull City Council is either worse (12%) or a lot worse (6%) than other councils across the country.

19% of respondents believe that Hull City Council is either better (17%) or a lot better (2%) than other councils across the country.

If they were talking to someone not from Hull, nearly half of respondents (42%) would be neutral about Hull City Council.

Just 19% of respondents would speak highly about Hull City Council; either if specifically asked (16%) or without being asked (3%).

Conversely, over a third of respondents (39%) would speak critically about Hull City Council; either if specifically asked (28%) or without being asked (11%).

Compared to when the same question was asked a year ago, there has been no significant change in the proportion of respondents who would speak highly about Hull City Council; either if specifically asked or without being asked.

Overall, the majority of respondents (41%) are neither dissatisfied nor satisfied with Hull City Council.

28% of respondents are either satisfied (27%) or very satisfied (1%) with Hull City Council overall.

Conversely, 31% of respondents are either dissatisfied (21%) or very dissatisfied (10%) with Hull City Council overall.

Compared to when the same question was asked a year ago, there has been a small, but not significant, increase in the proportion of respondents who are satisfied or very satisfied with Hull City Council overall.

Influence and Trust

The significant majority of respondents (82%) say that personal experience is the most influential in forming their views of Hull City Council

Other things that are most influential in forming respondents' views of Hull City Council include the experiences of relatives and friends (36%), word of mouth (28%) and the Hull City council website (23%).

84% of respondents use at least one social media platform.

Two thirds of respondents (66%), and the significant majority, are Facebook users.

The other most used social media platforms are Instagram (37%), YouTube (34%) and X / Twitter (25%).

Just 19% of respondents trust the Council, compared to 41% who do not trust the Council.

Of the key public sector bodies, respondents are most likely to trust health services / the NHS. They are the only body listed where more people trust them (45%) than do not trust them (27%).

Respondents are most likely to trust friends (87%) and family (86%) to give honest and accurate information.

They are also highly likely to trust health professionals (62%), scientists (52%) and neighbours (45%) to give honest and accurate information.

They are least likely to trust politicians (2%), local newspapers / news websites (4%) and national newspapers / news websites (6%) to give honest and accurate information.

Interacting With The Council

Respondents are most likely to say they would prefer to contact the council to, for example, report something, or apply for something, using the 300 300 call centre (43%), by emailing direct to the relevant council staff / teams (40%), or using the council website (37%).

They are least likely to say they would prefer to contact the council to, for example, report something, or apply for something, by attending public meetings (3%), using post (3%), or using social media (5%).

99% of respondents would like to receive information from the council such as information about upcoming events, waste bin collection dates, or upcoming elections.

Respondents are most likely to say they would prefer to receive information from the council via a letter or leaflet through the post (67%) or by email / email newsletters (61%).

They are least likely to say they would prefer to receive information from the council such as information about upcoming events, waste bin collection dates, or upcoming elections, via non council notice social media (1%), podcast (1%), council notice boards (4%), or posters / leaflets at council buildings (5%).

Respondents are most likely to say they would like to receive updates about roadworks, traffic, travel (74%), bin collection information (72%), what's on / events listings (64%), and their local area (60%).

This is then followed by those respondents who say they would like to receive updates about council tax and spending (51%), consultations and surveys (50%), and voting, elections and councillors (48%).

Neighbourhood Priorities Explored

In the August 2023 People's Panel survey, residents of Hull identified four things that are both the most important in making somewhere a good place to live, and the most in need of improvement.

By asking respondents to prioritise each of these against the other, these four areas can be prioritised as follows:

1. Access to health services
2. Levels of crime / ASB
3. State of roads and pavements
4. Clean streets

My Hull

The majority of respondents (61%) would speak highly about Hull overall; either if specifically asked (34%) or without being asked (27%).

This compares to just 19% of respondents who would speak critically about Hull overall; either if specifically asked (12%) or without being asked (7%).

21% of respondents would be neutral about Hull overall.

The majority of respondents (60%) either agree (39%) or strongly agree (22%) that they are proud to live in or near Hull.

Conversely, just 15% of respondents either disagree (10%) or strongly disagree (5%) that they are proud to live in or near Hull.

A quarter of respondents (25%) neither agree nor disagree that they are proud to live in or near Hull.

Compared to when the same question was asked a year ago, there has been a small, but not significant, increase in the proportion of respondents who either agree or strongly agree that they are proud to live in or near Hull.

My Community

Almost half (47%) of respondents either agree (37%) or strongly agree (10%) that they are proud of their neighbourhood.

Conversely, just 19% of respondents either disagree (14%) or strongly disagree (5%) that they are proud of their neighbourhood.

Approximately a third of respondents (34%) neither agree nor disagree that they are proud of their neighbourhood.

The most important things to respondents are having friends that they can count on (80%), having a good relationship with their neighbours (71%), and assisting people who need it and asking nothing in return (68%).

They place least importance on always living close to family (41%) and being active in improving their neighbourhood (41%).

The majority of respondents agree that they have neighbours they can trust (68%) and that people in their neighbourhood try to be helpful (50%).

Around a half of respondents also agree that people in their neighbourhood from different backgrounds get along together (50%), people in their neighbourhood look after each other (48%), and people in their neighbourhood pull together when needed (47%).

Respondents are least likely to agree that: people in their neighbourhood show pride in the local area (41%).

Belonging

Respondents are most likely (75%) to agree or strongly agree that they feel like they belong to the north.

Around two thirds of respondents also agree or strongly agree that they feel like they belong to the UK (68%) and to Hull (65%).

Just over a half of respondents (52%) agree or strongly agree that they feel like they belong to their immediate neighbourhood.

Financial Stability Checker

The majority of respondents (79%) are either keeping up without any difficulties (43%) or only struggling occasionally (37%).

18% either find it a constant struggle to keep up (11%), are falling behind financially (3%) or are having real financial problems (4%).

The proportion of respondents who are keeping up with bills / credit commitments without any difficulties (43%) is currently at its highest level in 2023, although the figure remains 2 percentage points lower than when the question was first asked in March 2022 (45%).

Similarly, the proportion of respondents who are keeping up with bills / credit commitments (11%), but who are finding it a constant struggle, is now at its lowest level in 2023, and is broadly similar to when the question was first asked in March 2022 (10%).

Most notably, the proportion of respondents who are keeping up with bills / credit commitments, but who struggle from time to time, has increased over the last two months and is at its highest level since March 2023. The figure is also significantly higher (+4 percentage points) than when the question was first asked in March 2022 (33%).

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	5%	14%	23%	45%	13%
Healthy	3%	23%	29%	39%	6%
Lonely	30%	28%	25%	12%	5%
Anxious / Stressed	12%	25%	32%	23%	8%
Worthwhile	4%	12%	31%	35%	18%
Optimistic	5%	17%	33%	34%	11%
Hopeful	4%	14%	34%	36%	11%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	One Year Ago Nov 2022	Last Panel Survey Sep 2023	Oct 2023
Happy	65%	51%	53%	54%	58%
Healthy	51%	50%	49%	43%	45%
Not Lonely	58%	50%	59%	56%	58%
Not Stressed / Anxious	36%	31%	37%	35%	37%
Worthwhile	56%	50%	54%	53%	53%
Optimistic	-	-	44%	44%	45%
Hopeful	-	-	42%	46%	47%

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	One Year Ago Nov 2022	Last Panel Survey Sep 2023	Oct 2023
Unhappy	14%	23%	19%	19%	19%
Unhealthy	20%	20%	23%	26%	26%
Lonely	23%	26%	21%	21%	16%
Stressed / Anxious	36%	41%	31%	33%	31%
Not worthwhile	14%	15%	16%	16%	16%
Pessimistic	-	-	23%	21%	22%
Not hopeful	-	-	21%	20%	18%

- 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 (31%) as say they do not feel stressed or anxious (37%).
- Feelings of happiness were highest pre lockdown (65%) but fell significantly during lockdown (51%). Since then happiness has increased slowly, and while current levels (58%) are significantly higher than one year ago (53%) they remain significantly below pre-lockdown levels.
- Current feelings of unhealthiness (26%) continue to be the highest recorded, and significantly higher than both pre-lockdown and lockdown levels (20%).
- Feelings of loneliness peaked during lockdown (26%) but have decreased significantly. Current feelings of loneliness (16%) are significantly below those of a year ago (21%) and those pre-lockdown (23%).
- Similarly, feelings of stress / anxiety peaked during lockdown (41%) but have decreased significantly. Current feelings of stress / anxiety (31%) are significantly below those pre-lockdown (36%) but not significantly different from a year ago (31%).

Hull City Council: How Are We Doing?

Q. How much do you agree with the following about Hull City Council?

	-2 Strongly Disagree	-1 Disagree	0 Neither	+1 Agree	+2 Strongly Agree	% Agree or Strongly Agree
Is working towards a better city	9%	14%	27%	44%	6%	50%
Provides the services I need	7%	15%	31%	43%	5%	48%
Treats people with respect	7%	10%	38%	40%	6%	46%
Offers good quality services	8%	14%	37%	39%	25	41%
Provides services that are easy to access	9%	20%	38%	30%	2%	33%
Keeps the public informed about what it's doing	8%	28%	33%	29%	2%	31%
Makes it easy to provide feedback and get involved in local decision	11%	23%	36%	28%	3%	31%
Provides services in a timely manner	10%	21%	42%	24%	2%	26%
Is open and transparent	11%	21%	42%	23%	3%	26%
Listens to the local community	11%	25%	38%	24%	25	26%
Provides value for money	14%	21%	41%	22%	2%	24%
Delivers what it promised	13%	19%	49%	18%	15	19%
Spends money wisely	18%	28%	37%	15%	2%	17%

- **Only a half of respondents, or fewer, agree or strongly agree with any of these statements about Hull City Council.**

Respondents are most likely to agree that Hull City Council:

- Is working towards a better city; 50% agree compared to 23% who disagree
- Provides the services they need; 48% agree compared to 22% who disagree
- Treats people with respect; 46% agree compared to 17% who disagree
- Offers good quality services; 41% agree compared to 22% who disagree.

Respondents are least likely to agree that Hull City Council:

- Spends money wisely; 17% agree compared to 46% who disagree
- Delivers what it promises; 19% agree compared to 32% who disagree
- Provides value for money; 24% agree compared to 35% who disagree
- Listens to the local community; 26% agree compared to 36% who disagree
- Is open and transparent; 26% agree compared to 32% who disagree
- Provides services in a timely manner; 26% agree compared to 31% who disagree

Five of the above statements were also included in the November 2022 People’s Panel Vox Pop survey. Comparing the two sets of survey results allows us to identify if there have been any significant changes in respondents’ feelings about Hull City Council over the last year.

	% Agree or Strongly Agree		
	November 2022	October 2023	Change
Keeps the public informed about what it’s doing	37%	31%	▼
Listens to the local community	28%	26%	No Sig Change
Offers good quality services	37%	41%	No Sig Change
Spends money wisely	19%	17%	No Sig Change
Is working towards a better city	48%	50%	No Sig Change

- Over the last year there has been a significant decrease in the proportion of respondents who think that Hull City Council keeps the public informed about what it’s doing.

Q. Which of the following words, if any, describe your personal experiences of the Council?

None of these	35%
Fair	30%
Friendly	27%
Respectful	26%
Non-discriminatory	21%
Would use again	20%
Understanding	16%
Easy to use	16%

- Over a third of respondents (35%) say that none of the words listed describe their personal experiences of Hull City Council.
- Of the words listed, less than a third of respondents would use any single word to describe their personal experiences of Hull City Council.
- They are most likely to say that their personal experiences of Hull City Council were fair (30%), friendly (27%) and / or respectful (26%).
- They are least likely to say that their personal experiences of Hull City Council were understanding (16%), and / or easy to use (16%).

Q. How well do you think Hull City Council compares to other councils around the country?

A lot worse	6%
Worse	12%
Neither better nor worse	63%
Better	17%
A lot better	2%

- Almost two thirds of respondents (63%) believe that Hull City Council is neither better nor worse than other councils across the country.
- 18% of respondents believe that Hull City Council is either worse (12%) or a lot worse (6%) than other councils across the country.
- 19% of respondents believe that Hull City Council is either better (17%) or a lot better (2%) than other councils across the country.

Q. If you were talking to someone not from Hull, which of the following phrases best describes how you would talk about Hull City Council?

Be critical without being asked	11%
Be critical if specifically asked	28%
Be neutral	42%
Speak highly if specifically asked	16%
Speak highly without being asked	3%

- Just 19% of respondents would speak highly about Hull City Council; either if specifically asked (16%) or without being asked (3%).
- Conversely, over a third of respondents (39%) would speak critically about Hull City Council; either if specifically asked (28%) or without being asked (11%).
- Nearly half of respondents (42%) would be neutral about Hull City Council.

	% Who Would Speak Highly (both if specifically asked, and without being asked)		
	November 2022	October 2023	Change
How would you talk about Hull City Council?	19%	19%	No Sig Change

- Compared to when the same question was asked a year ago, there has been no significant change in the proportion of respondents who would speak highly about Hull City Council; either if specifically asked or without being asked.

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

Very dissatisfied	10%
Dissatisfied	21%
Neither dissatisfied nor satisfied	41%
Satisfied	27%
Very satisfied	1%

- 28% of respondents are either satisfied (27%) or very satisfied (1%) with Hull City Council overall.
- Conversely, 31% of respondents are either dissatisfied (21%) or very dissatisfied (10%) with Hull City Council overall.
- The majority of respondents (41%) are neither dissatisfied nor satisfied with Hull City Council overall.

	% Satisfied or Very Satisfied		
	November 2022	October 2023	Change
How dissatisfied or satisfied are you with Hull City Council overall?	25%	28%	No Sig Change

- Compared to when the same question was asked a year ago, there has been a small, but not significant, increase in the proportion of respondents who are satisfied or very satisfied with Hull City Council overall.

Influence and Trust

Q. Which of the following would you say are most influential in forming your views of Hull City Council?

Personal experience	82%
Relatives and friends experience	36%
Word of mouth	28%
Hull City Council website	23%
Social media	20%
Local newspapers (including online)	19%
Local television	18%
Local radio (including online)	9%
Other	5%
Other websites	2%

- The significant majority of respondents (82%) say that personal experience is the most influential in forming their views of Hull City Council.
- Other things that are most influential in forming respondents' views of Hull City Council include the experiences of relatives and friends (36%), word of mouth (28%) and the Hull City council website (23%).

Q. Which social media do you use?

Facebook	66%
Instagram	37%
YouTube	34%
X / Twitter	25%
Don't use social media	16%
Linkedin	13%
TikTok	12%
Pinterest	9%
Reddit	7%
SnapChat	4%
Next Door	4%
Threads	2%
Flickr	1%
Other	1%

- 84% of respondents use at least one social media platform.
- Two thirds of respondents (66%), and the significant majority, are Facebook users.
- The other most used social media platforms are Instagram (37%), YouTube (34%) and X / Twitter (25%).

Q. How much would you say you trust the following?

	1 – Not At All	2	3	4	5 – Trust Completely	% Trust (Score 4 or 5)
Health Services / NHS	8%	18%	28%	33%	11%	45%
The Police	15%	24%	32%	23%	6%	29%
The Council	14%	27%	40%	18%	1%	19%
The Government	62%	24%	9%	4%	1%	5%

- Respondents are most likely to trust health services / the NHS.
- They are the only body listed where more people trust them (45%) than do not trust them (27%).
- While 29% of respondents trust the police, 39% do not trust them.
- Just 19% of respondents trust the Council, compared to 41% who do not trust the Council.
- Finally only 5% of respondents trust the government, compared to 86% who do not trust them.

Q. Generally speaking, how much would you say you trust the following to give honest and accurate information?

	1 – Not At All	2	3	4	5 – Trust Completely	% Trust (Score 4 or 5)
Friends	<1%	2%	11%	51%	35%	87%
Family	1%	2%	11%	36%	50%	86%
Health professionals	3%	12%	22%	45%	17%	62%
Scientists	5%	14%	29%	39%	13%	52%
Your neighbours	5%	13%	37%	37%	9%	45%
Local radio / TV broadcasters	14%	31%	38%	15%	2%	17%
Clergy / spiritual leaders	30%	25%	30%	12%	4%	16%
National radio / TV broadcasters	18%	32%	36%	12%	2%	14%
National newspapers / news websites	32%	36%	26%	5%	1%	6%
Local newspapers / news websites	30%	37%	29%	4%	<1%	4%
Politicians	57%	28%	13%	2%	<1%	2%

Respondents are most likely to trust the following to give honest and accurate information:

- Friends; 87% trust compared to 2% who do not trust
- Family; 86% trust compared to 3% who do not trust

They are also highly likely to trust the following to give honest and accurate information:

- Health professionals; 62% trust compared to 16% who do not trust
- Scientists; 52% trust compared to 19% who do not trust
- Neighbours; 45% trust compared to 18% who do not trust

Respondents are least likely to trust the following to give honest and accurate information:

- Politicians; 2% trust compared to 85% who do not trust
- Local newspapers / news websites; 4% trust compared to 67% who do not trust
- National newspapers / news websites; 6% trust compared to 68% who do not trust

Interacting With Hull City Council

Note: The results in this section will be influenced by the fact that the People's Panel is an online only resident's panel whose views may differ from those residents without internet access.

Q. How would you prefer to contact the council to, for example, report something, or apply for something?

Telephone (300 300)	43%
Email direct to relevant council staff / teams	40%
Council website	37%
In person at a council building	24%
Live text chat	17%
Via an app	14%
Telephone direct with relevant council staff	11%
WhatsApp	10%
Speak to any council employee about any issue	10%
Text message (SMS)	9%
Local councillors	9%
Social media	5%
Post	3%
Public meetings	3%
Other	3%

Respondents are most likely to say they would prefer to contact the council to, for example, report something, or apply for something, by:

- Telephone, using the 300 300 call centre (43%)
- Email direct to the relevant council staff / teams (40%)
- The council website (37%)

Respondents are least likely to say they would prefer to contact the council to, for example, report something, or apply for something, by:

- Attending public meetings (3%)
- Post (3%)
- Social media (5%)

Q. How would you prefer to receive information from the council such as information about upcoming events, waste bin collection dates, or upcoming elections?

Letter or leaflet through the post	67%
Email and email newsletters	61%
Council website	21%
Text message (SMS)	20%
Via an app	15%
Local media	13%
Street advertising	11%
WhatsApp	9%
Local councillors	8%
Council social media	7%
Public meetings and events	6%
Posters / leaflets at council buildings (such as customer service centres or libraries)	5%
Council notice boards	4%
Podcast	1%
Non-council social media	1%
I don't want to be contacted by the Council	1%
Other	1%

- 99% of respondents would like to receive some form of information from the council such as information about upcoming events, waste bin collection dates, or upcoming elections.

Respondents are most likely to say they would prefer to receive information from the council such as information about upcoming events, waste bin collection dates, or upcoming elections, via:

- A letter or leaflet through the post (67%)
- Email and email newsletters (61%)

This is then followed by those respondents who say to say they would prefer to receive information from the council such as information about upcoming events, waste bin collection dates, or upcoming elections, via:

- The council website (21%)
- Text message / SMS (20%)

Respondents are least likely to say they would prefer to receive information from the council such as information about upcoming events, waste bin collection dates, or upcoming elections, via:

- Non council notice social media (1%)
- Podcast (1%)
- Council notice boards (4%)
- Posters / leaflets at council buildings (5%)

Note: The types of social media used by respondents is included in the 'Trust and Influence Section' (on page 15).

Q. What would you like updates about?

Roadworks, traffic, travel	74%
Bin collection information	72%
What's on / events listings	64%
Your local area	60%
Council tax and spending	51%
Consultations and surveys	50%
Voting, elections and councillors	48%
Changes in opening times to council buildings / facilities etc.	33%
Local meetings	31%
Council meeting dates	16%
Specific service information	9%
Other	1%

Respondents are most likely to say they would like to receive updates about:

- Roadworks, traffic, travel (74%)
- Bin collection information (72%)
- What's on / events listings (64%)
- Their local area (60%)

This is then followed by those respondents who say they would like to receive updates about:

- Council tax and spending (51%)
- Consultations and surveys (50%)
- Voting, elections and councillors (48%)

Respondents are least likely to say they would like to receive updates about:

- Specific service information (9%)
- Council meeting dates (16%)

Neighbourhood Priorities Explored

In the August 2023 People’s Panel survey, residents of Hull identified the following as both the most important in making somewhere a good place to live, and the most in need of improvement:

- Levels of crime / ASB
- Access to health services
- Clean streets
- State of roads and pavements

So we asked:

Q. Which of the following do you think the Council should prioritise?

		Undecided		
Levels of crime / ASB	32%	27%	41%	Access to health services
Clean streets	18%	27%	54%	State of roads & pavements
Access to health services	70%	17%	13%	Clean streets
State of roads & pavements	22%	25%	53%	Levels of crime / ASB
Access to health services	60%	22%	18%	State of roads & pavements
Levels of crime / ASB	65%	21%	14%	Clean streets

- Access to health services is the clear priority. Significantly more respondents prioritise access to health services over clean streets (70% vs 13%) and the state of roads of pavements (60% vs 18%). Whilst the difference is less significant, more respondents also prioritise access to health services over levels of crime / ASB (41% vs 31%). Note that this latter split was the closest split of any of the paired statements.
- The next priority therefore is levels of crime / ASB. Significantly more respondents prioritise levels of crime / ASB over both clean streets (65% vs 14%) and the state of roads of pavements (53% vs 22%).
- Finally, significantly more respondents prioritise the state of roads and pavements over clean streets (54% vs 14%).
- Thus the ordered list of priorities, based only on these four areas is:
 5. Access to health services
 6. Levels of crime / ASB
 7. State of roads and pavements
 8. Clean streets

My Hull

Q. If you were talking to someone not from Hull, which of the following phrases best describes how you would talk about Hull overall?

Be critical without being asked	7%
Be critical if specifically asked	12%
Be neutral	21%
Speak highly if specifically asked	34%
Speak highly without being asked	27%

- The majority of respondents (61%) would speak highly about Hull overall; either if specifically asked (34%) or without being asked (27%).
- This compares to just 19% of respondents who would speak critically about Hull overall; either if specifically asked (12%) or without being asked (7%).
- 21% of respondents would be neutral about Hull overall.

	% Who Would Speak Highly (both if specifically asked, and without being asked)		
	November 2022	October 2023	Change
How would you talk about Hull overall?	57%	61%	No Sig Change

- Compared to when the same question was asked a year ago, there has been a small, but not significant, increase in the proportion of respondents who would speak highly about Hull either if specifically asked or without being asked.

Q. How much do you agree that you are proud to live in / near Hull?

Strongly disagree	5%
Disagree	10%
Neither disagree nor agree	25%
Agree	39%
Strongly agree	22%

- The majority of respondents (60%) either agree (39%) or strongly agree (22%) that they are proud to live in or near Hull.
- Conversely, just 15% of respondents either disagree (10%) or strongly disagree (5%) that they are proud to live in or near Hull.
- A quarter of respondents (25%) neither agree nor disagree that they are proud to live in or near Hull.

	% Who Agree or Strongly Agree		
	November 2022	October 2023	Change
How much do you agree that you are proud to live in / near Hull?	58%	60%	No Sig Change

- Compared to when the same question was asked a year ago, there has been a small, but not significant, increase in the proportion of respondents who either agree or strongly agree that they are proud to live in or near Hull.

My Community

Q. How much do you agree that you are proud of your neighbourhood?

Strongly disagree	5%
Disagree	14%
Neither disagree nor agree	34%
Agree	37%
Strongly agree	10%

- Almost half (47%) of respondents either agree (37%) or strongly agree (10%) that they are proud of their neighbourhood.
- Conversely, just 19% of respondents either disagree (14%) or strongly disagree (5%) that they are proud of their neighbourhood.
- Approximately a third of respondents (34%) neither agree nor disagree that they are proud of their neighbourhood.

Q. How important are the following to you?

	1 – Not At All	2	3	4	5 – Very Important	% Important (Score 4 or 5)
To have friends that I can count on	5%	4%	12%	28%	52%	80%
To have a good relationship with my neighbours	1%	5%	22%	41%	30%	71%
To assist people who need it asking nothing in return	1%	6%	25%	39%	29%	68%
To continue living in Hull	14%	14%	26%	25%	22%	46%
To be active in improving my neighbourhood	6%	16%	36%	25%	16%	41%
To always live close to my family	15%	17%	27%	22%	18%	41%

The majority of respondents believe the following are important:

- Having friends that they can count on (80%)
- Having a good relationship with their neighbours (71%)
- Assisting people who need it and asking nothing in return (68%)

However, less than half of respondents the following are important:

- Always living close to family (41%)
- Being active in improving their neighbourhood (41%)
- Continuing to live in Hull (46%)

Q. How much do you disagree or agree with the following about your neighbourhood?

	-2 Strongly Disagree	-1 Disagree	0 Neither	+1 Agree	+2 Strongly Agree	% Agree or Strongly Agree
I have neighbours that I can trust	4%	6%	23%	46%	22%	68%
People in my neighbourhood try to be helpful	3%	10%	29%	51%	8%	59%
People from different backgrounds get along together	5%	9%	36%	42%	8%	50%
People in my neighbourhood look after each other	5%	12%	35%	41%	7%	48%
People in my neighbourhood pull together when needed	5%	13%	36%	37%	10%	47%
People in my neighbourhood show pride in our local area	8%	15%	32%	33%	8%	41%
People in my neighbourhood would try to take advantage if they got the chance	15%	35%	32%	14%	4%	18%

The majority of respondents agree that:

- They have neighbours they can trust (68%)
- People in their neighbourhood try to be helpful (50%)

Around a half of respondents agree that:

- People in their neighbourhood from different backgrounds get along together (50%)
- People in their neighbourhood look after each other (48%)
- People in their neighbourhood pull together when needed (47%)

Respondents are least likely to agree that:

- People in their neighbourhood would try to take advantage if they could (18%)
- People in their neighbourhood show pride in the local area (41%)

Belonging

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

	-2 Strongly Disagree	-1 Disagree	0 Neither	+1 Agree	+2 Strongly Agree	% Agree or Strongly Agree
I feel I belong to the north	2%	5%	18%	40%	35%	75%
I feel like I belong to the UK	6%	7%	18%	33%	35%	68%
I feel I belong to Hull	5%	9%	21%	39%	26%	65%
I feel I belong to my immediate neighbourhood	6%	13%	29%	40%	12%	52%

- Three quarters of respondents (75%) agree or strongly agree that they feel like they belong to the north.
- Around two thirds of respondents also agree or strongly agree that they feel like they belong to the UK (68%) and to Hull (65%).
- Just over a half of respondents (52%) agree or strongly agree that they feel like they belong to their immediate neighbourhood.

Financial Stability Tracker

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

Keeping up with bills / credit commitments without any difficulties	43%
Keeping up with bills / credit commitments, but it is a struggle from time to time	37%
Keeping up with bills / credit commitments, but it is a constant struggle	11%
Falling behind with some bills / credit commitments	3%
Having real financial problems, have fallen behind with many bills / credit commitments	4%
Don't have any bills / credit commitments	<1%
Don't know / prefer not to say	3%

- The majority of respondents (79%) are either keeping up without any difficulties (43%) or only struggling occasionally (37%).
- 18% either find it a constant struggle to keep up (11%), are falling behind financially (3%) or are having real financial problems (4%).

	Mar 2022	Jan 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Aug 2023	Sep 2023	Oct 2023	Change from March 22
Keeping up with bills / credit commitments without any difficulties	45%	37%	37%	39%	40%	36%	41%	41%	43%	- 2pp
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	40%	40%	35%	35%	36%	33%	35%	37%	+ 4pp
Keeping up with bills / credit commitments, but it is a constant struggle	10%	14%	14%	16%	13%	13%	14%	13%	11%	+ 1pp
Falling behind with some bills / credit commitments	3%	3%	4%	3%	4%	3%	4%	4%	3%	No Change
Having real financial problems, have fallen behind with many bills / credit commitments	3%	3%	3%	3%	2%	1%	4%	3%	4%	+ 1pp
Don't have any bills / credit commitments	2%	1%	0%	0%	0%	1%	1%	1%	<1%	- 1pp

- The proportion of respondents who are keeping up with bills / credit commitments without any difficulties (43%) is currently at its highest level in 2023, although the figure remains 2 percentage points lower than when the question was first asked in March 2022 (45%).
- Similarly, the proportion of respondents who are keeping up with bills / credit commitments (11%), but who are finding it a constant struggle, is now at its lowest level in 2023, and is broadly similar to when the question was first asked in March 2022 (10%).
- Most notably, the proportion of respondents who are keeping up with bills / credit commitments, but who struggle from time to time, has increased over the last two months and is at its highest level since March 2023. The figure is also significantly higher (+4 percentage points) than when the question was first asked in March 2022 (33%).