



People's Panel September 2024 Analysis Report

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Introduction and Methodology

Introduction

This survey was conducted between September and October 2024. Questions covered the following topics:

- Hull City Council – How Are We Doing?
- Service usage and Satisfaction
- Influence and Trust
- Getting Information From Hull City Council
- Neighbourhood Priorities Explored
- My Hull
- My Community
- Belonging
- Happiness and Wellbeing
- 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 September and October 2024.

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	891	75.8%
Non-Member	285	24.2%
Total	1176	

Local Authority Residence	Count	%
Hull	1020	86.7%
- West Area	217	18.5%
- North Area	441	37.5%
- East Area	353	30.0%
- Hull But Unknown Area	9	0.8%
East Riding	132	11.2%
Not Hull or East Riding	7	0.6%
No Postcode Provided	17	1.4%
Total	1176	

1,020 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 3.06% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.06 percentage points of the reported figure).

This is within both corporate and industry standards of 5%.

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 (1020)		Hull Pop	Weighted Sample
Gender	Female (inc. MTF)	520	51.2%	50.3%	49.5%
	Male (inc. FTM)	485	47.7%	49.7%	49.1%
	Other / non-binary	11	1.1%	-	1.4%
LLTI (impairment or illness)	No	584	57.3%	76.7%	73.9%
	Yes	435	42.7%	23.3%	26.1%
Age group	16-34	64	6.4%	33.8%	24.7%
	35-44	106	10.5%	16.3%	19.6%
	45-54	151	15.0%	15.7%	17.8%
	55-64	273	27.1%	15.1%	16.6%
	65-74	286	28.4%	11.1%	12.6%
	75+	126	12.5%	8.2%	8.6%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	50	4.9%	15.0%	12.5%
	White British	966	95.1%	85.0%	87.5%

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

Average Score Analysis:

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

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

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

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

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

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

Executive Summary

Hull City Council: How Are We Doing?

Respondents were asked how much they agree with thirteen statements about Hull City Council

The only statements which more than half of respondents agree or strongly agree with are that Hull City Council:

- **Is working towards a better city (61%)**
- **Treats people with respect (57%)**
- **Provides the services I need (56%)**
- **Offers good quality services (53%)**

For the majority of the remaining statements, whilst less than half of respondents agree or strongly agree with them, significantly more respondents are likely to agree or strongly agree than disagree or strongly disagree

The two notable exceptions are as follows:

- A very similar proportion of respondents agree or strongly agree (31%) that Hull City Council is open and transparent as disagree or strongly disagree (27%).
- A significantly larger proportion of respondents disagree or strongly disagree (39%) that Hull City Council spends money wisely than agree or strongly agree (20%).

Over the last year there has been a significant increase in the proportion of respondents who agree or strongly agree with all of these statements about Hull City Council, with the exception that Hull City Council spends money wisely.

The largest increases occurred in the proportion of respondents who agree or strongly agree that Hull City Council:

- Keeps the public well informed about what it's doing (+ 14pp)
- Offers good quality services (+ 12pp)
- Listens to the community (+ 12pp)
- Delivers what it promises (+ 12pp)
- Is working towards a better city (+ 11pp)
- Treats people with respect (+ 11pp)

When presented with a list of seven positive words that could be used to describe Hull City Council, less than 40% 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 (39%), friendly (36%) and / or respectful (23%).

They are least likely to say that their personal experiences of Hull City Council were understanding (24%), and / or non-discriminatory (21%).

Over the last year there has been a significant increase in the proportion of respondents who would use all seven of these words to describe their personal experiences of Hull City Council, with the exception of non-discriminatory.

Almost two thirds of respondents (64%) believe that Hull City Council is neither better nor worse than other councils across the country.

27% of respondents believe that Hull City Council is either better (22%) or a lot better (5%) than other councils across the country.

10% of respondents believe that Hull City Council is either worse (8%) or a lot worse (2%) than other councils across the country.

Over the last year there has been significant 8pp decrease in the proportion of respondents who think that Hull City Council is worse or a lot worse than other councils across the country, and an equivalent significant 8pp increase in the proportion who think that Hull City Council is better or a lot better than other councils across the country.

If they were talking to someone not from Hull, nearly half of respondents (46%) would be neutral about Hull City Council.

27% of respondents would speak highly about Hull City Council; either if specifically asked (23%) or without being asked (4%).

Similarly, 26% of respondents would speak critically about Hull City Council; either if specifically asked (21%) or without being asked (5%).

Compared to when the same question was asked both one year and two years ago, there has been a significant increase (+ 8pp) in the proportion of respondents who would speak highly about Hull City Council; either if specifically asked or without being asked.

Overall, 40% of respondents are either satisfied (35%) or very satisfied (5%) with Hull City Council overall.

Conversely, 23% of respondents are either dissatisfied (17%) or very dissatisfied (6%) with Hull City Council overall.

37% of respondents are neither dissatisfied nor satisfied with Hull City Council overall.

Compared to when the same question was asked both one year and two years ago, there has been a significant increase (+ 15pp and +12pp respectively) in the proportion of respondents who are satisfied or very satisfied with Hull City Council overall.

Service Usage and Satisfaction

Respondents were provided with a list of 14 broad council services.

84% of respondents have used at least one of the Hull City Council services listed in the last year. The majority of respondents (63%) have used bin collections, waste, and recycling / disposal (including litter and bulky collections) services in the last year.

After which, respondents are most likely to have used the following Hull City Council services in the last year:

- Customer services including customer service centres, the call centre (300 300) and the council website (32%)
- Parks and open spaces (32%)
- Roads, highways, and pavements (including street lighting) and parking (29%)
- Council tax and housing benefit (28%)

Respondents were then asked to rate those services they specifically said they had used in the last year.

Over three quarters of respondents are satisfied or very satisfied with the service they received from:

- **Bereavement services (cemeteries and crematorium), Registrars (births, marriages, and deaths) and Coroners (83%)**
- **Adult Education and Training services (78%)**
- **Bin collections, waste, and recycling / disposal (including litter and bulky collections (76%)**

Over half of respondents are satisfied or very satisfied with the service they received from:

- Parks and open spaces (69%)
- Children and families (including youth services - not schools) (57%)
- Public Health Services (including drug, tobacco and alcohol services, sexual and reproductive health etc.) (57%)
- Environmental services (inc. environmental health, trading standards and health and safety) (52%)

Respondents are least satisfied or very satisfied with the service they received from:

1. Roads, highways, and pavements (including street lighting) and parking (38%)
2. Housing (including private housing, right to buy and repairs / adaptations) (35%)
3. Community safety services (including domestic abuse, antisocial behaviour, and emergency planning) (33%)

In fact, significantly more respondents are dissatisfied or very dissatisfied (43%) with the service they received from roads, highways, and pavements (including street lighting) and parking, than are satisfied or very satisfied (38%)

Influence and Trust

The significant majority of respondents (86%) 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 (39%) and the Hull City council website (26%).

Compared to when the same question was asked one year ago, there has been a significant increase (+ 4pp) in the proportion of respondents who say that personal experience is most influential in forming their view of Hull City Council.

Just 24% of respondents trust the Council, compared to 36% 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%).

Compared to when the same question was asked one year ago, there has been a significant increase in both the proportion of respondents who trust the government (+ 3pp) and the proportion of respondents who trust the council (+ 5pp).

Getting Information From Hull City Council

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 via a letter or leaflet through the post (70%) or by email / email newsletters (60%).

This is then followed by those respondents who 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 (20%), local media (18%), text message / SMS (18%) or street advertising (18%).

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 podcast (1%), non-council notice social media (2%), council notice boards (2%) or public meetings and events (4%)

Compared to when the same question was asked one year ago, there has been a significant increase in the proportion of respondents who would prefer to receive information from the council via street advertising (+ 7pp) and the local media (+ 5pp).

Conversely, there has been a significant decrease in the proportion of respondents who would prefer to receive information from the council via an app (- 4pp), via WhatsApp (- 3pp), via public meetings and events (- 2pp) and via council notice boards (- 2pp).

Respondents are most likely to say they would like to receive updates about roadworks, traffic, travel (76%), bin collection information (71%), what's on / events listings (65%), and their local area (62%).

This is then followed by those respondents who say they would like to receive updates about council tax and spending (54%), consultations and surveys (52%), and voting, elections and councillors (48%).

Compared to when the same question was asked one year ago, there has been a significant decrease (- 5pp) in the proportion of respondents who would like updates about council meeting dates,

Neighbourhood Priorities Explored

In the April 2024 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 (58%) 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%).

24% of respondents would be neutral about Hull overall.

Compared to when the same question was asked both one year and two years ago, there has been no significant change in the proportion of respondents who would speak highly about Hull overall.

The majority of respondents (62%) either agree (42%) or strongly agree (19%) that they are proud to live in or near Hull.

Conversely, just 13% of respondents either disagree (8%) 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 both one year and two years ago, there has been no significant change in the proportion of respondents who are proud to live in or near Hull.

My Community

Almost half (48%) of respondents either agree (36%) or strongly agree (12%) that they are proud of their neighbourhood.

Conversely, just 17% of respondents either disagree (12%) or strongly disagree (6%) that they are proud of their neighbourhood.

Approximately a third of respondents (35%) neither agree nor disagree that they are proud of their neighbourhood.

Compared to when the same question was asked one year ago, there has been no significant change in the proportion of respondents who are proud of their neighbourhood.

The most important things to respondents are having friends that they can count on (79%), assisting people who need it and asking nothing in return (68%) and having a good relationship with their neighbours (66%).

They place least importance on being active in improving their neighbourhood (40%), always living close to family (43%) and continuing to live in Hull (44%)

Compared to when the same question was asked one year ago, there has been a significant decrease (- 5pp) in the proportion of respondents who think it important to have a good relationship with their neighbours.

The majority of respondents agree that they have neighbours they can trust (65%), that people in their neighbourhood try to be helpful (62%), and that people from different backgrounds get along together (51%).

More than 40% of respondents also agree that people in their neighbourhood look after each other (48%), people in their neighbourhood pull together when needed (46%) and that: people in their neighbourhood show pride in the local area (43%).

Compared to when the same question was asked one year ago, there has been a significant increase (+ 4pp) in the proportion of respondents who agree or strongly agree that people in their neighbourhood would try to take advantage if they got the chance.

Belonging

Around two thirds of respondents agree or strongly agree that they feel like they belong to Hull (65%) and just over a half of respondents (52%) agree or strongly agree that they feel like they belong to their immediate neighbourhood.

In fact, the largest proportion of respondents agree or strongly agree that they feel like they belong either to the north (74%) or to the UK (71%).

Compared to when the same question was asked one year ago, there has been no significant change in the proportion of respondents who feel they belong to any of the four areas listed.

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 (34%) than say they do not feel stressed or anxious (33%).

Compared to one year ago there has been a significant increase (+ 6pp) in the proportion of respondents who feel hopeful, and a significant decrease (- 5pp) in the proportion of respondents who feel unhealthy.

Compared to two years ago this increase in the proportion of respondents who feel hopeful is even more significant (+ 9pp).

However, compared to two years ago, the proportion of respondents who feel healthy has decreased significantly (- 6pp).

Financial Stability Checker

The majority of respondents (76%) are either keeping up without any difficulties (44%) or only struggling occasionally (33%).

20% either find it a constant struggle to keep up (15%), are falling behind financially (2%) or are having real financial problems (2%).

Compared to March 2022, when this information was first tracked, and before the cost-of-living crisis there has been a significant increase in the proportion of respondents who are keeping up but finding it a constant struggle (+ 5pp).

Compared to a year ago, there has been a significant decrease in the proportion of respondents who are falling behind with some bills / credit commitments (- 2pp).

Over the previous two reporting periods the proportion of respondents who were keeping up without any difficulties and the proportion of respondents who were struggling from time to time were very similar; a trend last seen during much of the cost-of-living crisis. However, latest figures suggest a return to a significantly higher proportion of respondents who are keeping up without any difficulties than who are struggling from time to time; as experienced during times of greater economic stability.

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	3%	9%	26%	49%	12%	61%
Treats people with respect	3%	8%	31%	48%	10%	57%
Provides the services I need	4%	12%	28%	50%	6%	56%
Offers good quality services	4%	14%	30%	48%	5%	53%
Keeps the public well informed about what it's doing	5%	21%	30%	41%	4%	45%
Provides services that are easy to access	5%	18%	35%	38%	5%	43%
Makes it easy to provide feedback and get involved in local decisions	7%	21%	32%	33%	6%	40%
Listens to the local community	7%	23%	33%	34%	4%	38%
Provides services in a timely manner	6%	19%	40%	31%	4%	35%
Provides value for money	10%	19%	38%	30%	3%	34%
Delivers what it promised	5%	18%	46%	28%	3%	31%
Is open and transparent	8%	19%	42%	26%	5%	31%
Spends money wisely	12%	27%	42%	17%	3%	20%

- **The only statements which more than half of respondents agree or strongly agree with are that Hull City Council:**
 - **Is working towards a better city (61%)**
 - **Treats people with respect (57%)**
 - **Provides the services I need (56%)**
 - **Offers good quality services (53%)**

Although less than half of respondents agree or strongly agree with the remaining statements about Hull City Council, significantly more respondents are likely to agree or strongly agree with each statement than disagree or strongly disagree.

The two notable exceptions are as follows:

- A very similar proportion of respondents agree or strongly agree (31%) that Hull City Council is open and transparent as disagree or strongly disagree (27%).
- **A significantly larger proportion of respondents disagree or strongly disagree (39%) that Hull City Council spends money wisely than agree or strongly agree (20%).**

The above statements were also included in the October 2023 People's Panel 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		
	October 2023	September 2024	Annual Change
Keeps the public well informed about what it's doing	31%	45%	▲
Offers good quality services	41%	53%	▲
Listens to the local community	26%	38%	▲
Delivers what it promised	19%	31%	▲
Is working towards a better city	50%	61%	▲
Treats people with respect	46%	57%	▲
Provides value for money	24%	34%	▲
Provides services that are easy to access	33%	43%	▲
Makes it easy to provide feedback and get involved in local decisions	31%	40%	▲
Provides services in a timely manner	26%	35%	▲
Provides the services I need	48%	56%	▲
Is open and transparent	26%	31%	▲
Spends money wisely	17%	20%	No Sig Change

- **Over the last year there has been a significant increase in the proportion of respondents who agree or strongly agree with all of these statements about Hull City Council, with the exception that Hull City Council spends money wisely.**
- The largest increases occurred in the proportion of respondents who agree or strongly agree that Hull City Council:
 - Keeps the public well informed about what it's doing (+ 14pp)
 - Offers good quality services (+ 12pp)
 - Listens to the community (+ 12pp)
 - Delivers what it promises (+ 12pp)
 - Is working towards a better city (+ 11pp)
 - Treats people with respect (+ 11pp)

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

	October 2023	September 2024	Change
Fair	30%	39%	▲
Friendly	27%	36%	▲
Respectful	26%	33%	▲
Would use again	20%	30%	▲
Easy to use	16%	26%	▲
Understanding	16%	24%	▲
Non-discriminatory	21%	21%	No Sig Change
None of these	35%	21%	▼

- **A fifth of respondents (21%) say that none of the words listed describe their personal experiences of Hull City Council.**
- **Of the words listed, less than 40% 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 (39%), friendly (36%) and / or respectful (23%).
- They are least likely to say that their personal experiences of Hull City Council were understanding (24%), and / or non-discriminatory (21%).

- Over the last year there has been a significant increase in the proportion of respondents who would use all of these words to describe their personal experiences of Hull City Council, with the exception of non-discriminatory.
- The largest increases occurred in the proportion of respondents who would describe their personal experiences of Hull City Council as:
 - Easy to use (+ 10pp)
 - Would use again (+ 10pp)
 - Fair (+ 9pp)
 - Friendly (+ 9pp)

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

	October 2023	September 2024	Change
A lot worse	6%	2%	▼
Worse	12%	8%	▼
Neither better nor worse	63%	64%	No Sig Change
Better	17%	22%	▲
A lot better	2%	5%	▲

- **Almost two thirds of respondents (64%) believe that Hull City Council is neither better nor worse than other councils across the country.**
- 27% of respondents believe that Hull City Council is either better (22%) or a lot better (5%) than other councils across the country.
- 10% of respondents believe that Hull City Council is either worse (8%) or a lot worse (2%) than other councils across the country.
- Over the last year the proportion of respondents who think that Hull City Council is neither better nor worse than other councils around the country has remained unchanged
- **However there has been significant 8pp decrease in the proportion of respondents who think that Hull City Council is worse or a lot worse than other councils across the country, and an equivalent significant 8pp increase in the proportion who think that Hull City Council is better or a lot better 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	5%
Be critical if specifically asked	21%
Be neutral	46%
Speak highly if specifically asked	23%
Speak highly without being asked	4%

- **Nearly half of respondents (46%) would be neutral about Hull City Council.**
- 27% of respondents would speak highly about Hull City Council; either if specifically asked (23%) or without being asked (4%).
- Similarly, 26% of respondents would speak critically about Hull City Council; either if specifically asked (21%) or without being asked (5%).

	% Who Would Speak Highly (both if specifically asked, and without being asked)			
	November 2022	October 2023	September 2024	Annual Change
How would you talk about Hull City Council?	19%	19%	27%	▲

- Compared to when the same question was asked both one year and two years ago, there has been a significant increase (+ 8pp) 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	6%
Dissatisfied	17%
Neither dissatisfied nor satisfied	37%
Satisfied	35%
Very satisfied	5%

- 40% of respondents are either satisfied (35%) or very satisfied (5%) with Hull City Council overall.
- Conversely, 23% of respondents are either dissatisfied (17%) or very dissatisfied (6%) with Hull City Council overall.
- 37% of respondents are neither dissatisfied nor satisfied with Hull City Council overall.

	% Satisfied or Very Satisfied			
	November 2022	October 2023	September 2024	Annual Change
How dissatisfied or satisfied are you with Hull City Council overall?	25%	28%	40%	▲

- Compared to when the same question was asked both one year and two years ago, there has been a significant increase (+ 15pp and +12pp respectively) in the proportion of respondents who are satisfied or very satisfied with Hull City Council overall.

Service Usage and Satisfaction

Q. . Have you used or dealt with any of the following Hull City Council services in the last year?

Bin collections, waste, and recycling / disposal (including litter and bulky collections)	63%
Customer services including customer service centres, the call centre (300 300) and the council website	32%
Parks and open spaces	32%
Roads, highways, and pavements (including street lighting) and parking	29%
Council tax and housing benefit etc	28%
None of these	16%
Housing (including private housing, right to buy and repairs / adaptations)	13%
Adult Education and Training services	12%
Bereavement services (cemeteries and crematorium), Registrars (births, marriages, and deaths) and Coroners	11%
Adult care services, including residential homes, home care etc.	10%
Children and families (including youth services - not schools)	10%
Environmental services (inc. environmental health, trading standards and health and safety)	10%
Planning	8%
Public Health Services (including drug, tobacco and alcohol services, sexual and reproductive health etc.)	8%
Community safety services (including domestic abuse, antisocial behaviour, and emergency planning)	6%
Other service not listed	3%

- **84% of respondents have used at least one of the Hull City Council services listed in the last year.**
- **The majority of respondents (63%) have used bin collections, waste, and recycling / disposal (including litter and bulky collections) services in the last year.**

After which, respondents are most likely to have used the following Hull City Council services in the last year:

- Customer services including customer service centres, the call centre (300 300) and the council website (32%)
- Parks and open spaces (32%)
- Roads, highways, and pavements (including street lighting) and parking (29%)
- Council tax and housing benefit (28%)

Respondents are least likely to have used the following Hull City Council services in the last year:

- Planning (8%)
- Public Health Services (including drug, tobacco and alcohol services, sexual and reproductive health etc.) (8%)
- Community safety services (including domestic abuse, antisocial behaviour, and emergency planning) (6%)

Q. How dissatisfied or satisfied you are with each of the services listed? **Service Users Only**

	-2 Very Dissatisfied	-1 Dissatisfied	0 Neither	+1 Satisfied	+2 Very Satisfied	% Satisfied or Very Satisfied
Bereavement services, Registrars and Coroners	0%	4%	12%	38%	46%	83%
Adult Education and Training services	3%	8%	11%	36%	43%	78%
Bin collections, waste, and recycling / disposal	2%	11%	11%	46%	30%	76%
Other service not listed	16%	6%	7%	31%	40%	71%
Parks and open spaces	3%	15%	12%	46%	23%	69%
Children and families	10%	10%	23%	34%	23%	57%
Public Health	6%	14%	24%	44%	13%	57%
Environmental services	10%	16%	22%	41%	11%	52%
Council tax and housing benefit etc	5%	16%	29%	31%	18%	49%
Adult care services.	11%	23%	21%	30%	15%	45%
Planning	21%	15%	22%	32%	10%	42%
Customer services	15%	18%	26%	26%	15%	41%
Roads, highways, and pavements and parking	17%	26%	19%	31%	8%	38%
Housing	15%	20%	31%	20%	14%	35%
Community safety services	7%	23%	38%	28%	5%	33%

Of those respondents who have specifically used each of the Hull City Council services listed in the last year:

- **Over three quarters of respondents are satisfied or very satisfied with the service they received from:**
 - **Bereavement services (cemeteries and crematorium), Registrars (births, marriages, and deaths) and Coroners (83%)**
 - **Adult Education and Training services (78%)**
 - **Bin collections, waste, and recycling / disposal (including litter and bulky collections (76%))**
- **Over half of respondents are satisfied or very satisfied with the service they received from:**
 - Parks and open spaces (69%)
 - Children and families (including youth services - not schools) (57%)
 - Public Health Services (including drug, tobacco and alcohol services, sexual and reproductive health etc.) (57%)
 - Environmental services (inc. environmental health, trading standards and health and safety) (52%)
- Respondents are least satisfied or very satisfied with the service they received from:
 - Roads, highways, and pavements (including street lighting) and parking (38%)
 - Housing (including private housing, right to buy and repairs / adaptations) (35%)
 - Community safety services (including domestic abuse, antisocial behaviour, and emergency planning) (33%)
- **In fact, significantly more respondents are dissatisfied or very dissatisfied (43%) with the service they received from roads, highways, and pavements (including street lighting) and parking, than are satisfied or very satisfied (38%)**

Influence and Trust

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

	October 2023	September 2024	Change
Personal experience	82%	86%	▲
Relatives and friends experience	36%	39%	No Sig Change
Hull City Council website	23%	26%	No Sig Change
Word of mouth	28%	23%	No Sig Change
Social media	20%	21%	No Sig Change
Local newspapers (including online)	19%	19%	No Sig Change
Local television	18%	16%	No Sig Change
Local radio (including online)	9%	8%	No Sig Change
Other websites	2%	1%	No Sig Change
Other	5%	1%	▼

- **The significant majority of respondents (86%) 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 (39%) and the Hull City council website (26%).
- **Compared to when the same question was asked one year ago, there has been a significant increase (+ 4pp) in the proportion of respondents who say that personal experience is most influential in forming their view of Hull City Council.**

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	6%	19%	29%	37%	9%	46%
The Police	11%	24%	32%	28%	5%	33%
The Council	10%	26%	41%	21%	3%	24%
The Government	43%	28%	21%	7%	1%	8%

- **Just 24% of respondents trust the Council, compared to 36% who do not trust the Council.**
- 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 33% of respondents trust the police, 35% do not trust them.
- Finally only 8% of respondents trust the government, compared to 71% who do not trust them.

	% Who Trust (Score 4 or 5)		
	October 2023	September 2024	Annual Change
Health Services / NHS	45%	46%	No Sig Change
The Police	29%	33%	No Sig Change
The Council	19%	24%	▲
The Government	5%	8%	▲

- **Compared to when the same question was asked one year ago, there has been a significant increase in both the proportion of respondents who trust the government (+ 3pp) and the proportion of respondents who trust the council (+ 5pp).**

Getting Information From Hull City Council

Note: The results in this section may 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 receive information from the council such as information about upcoming events, waste bin collection dates, or upcoming elections?

	October 2023	September 2024	Change
Letter or leaflet through the post	67%	70%	No Sig Change
Email and email newsletters	61%	60%	No Sig Change
Council website	21%	20%	No Sig Change
Local media	13%	18%	▲
Text message (SMS)	20%	18%	No Sig Change
Street advertising	11%	18%	▲
Via an app	15%	11%	▼
Council social media	7%	8%	No Sig Change
Local councillors	8%	7%	No Sig Change
Posters / leaflets at council buildings (such as customer service centres or libraries)	5%	7%	No Sig Change
WhatsApp	9%	6%	▼
Public meetings and events	6%	4%	▼
Council notice boards	4%	2%	▼
I don't want to be contacted by the Council	1%	2%	No Sig Change
Non-council social media	1%	2%	No Sig Change
Podcast	1%	1%	No Sig Change
Other	1%	1%	No Sig Change

- **98% 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 (70%)
- Email and email newsletters (60%)

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 (20%)
- Local media (18%)
- Text message / SMS (18%)
- Street advertising (18%)

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:

- Podcast (1%)
 - Non council notice social media (2%)
 - Council notice boards (2%)
 - Public meetings and events (4%)
- **Compared to when the same question was asked one year ago, there has been a significant increase in the proportion of respondents who would prefer to receive information from the council via street advertising (+ 7pp) and the local media (+ 5pp).**
 - Conversely, there has been a significant decrease in the proportion of respondents who would prefer to receive information from the council via an app (- 4pp), via WhatsApp (- 3pp), via public meetings and events (- 2pp) and via council notice boards (- 2pp).

Q. What would you like updates about?

	October 2023	September 2024	Change
Roadworks, traffic, travel	74%	76%	No Sig Change
Bin collection information	72%	71%	No Sig Change
What's on / events listings	64%	65%	No Sig Change
Your local area	60%	62%	No Sig Change
Council tax and spending	51%	54%	No Sig Change
Voting, elections and councillors	48%	52%	No Sig Change
Consultations and surveys	50%	48%	No Sig Change
Changes in opening times to council buildings / facilities etc.	33%	32%	No Sig Change
Local meetings	31%	30%	No Sig Change
Council meeting dates	16%	11%	▼
Specific service information	9%	9%	No Sig Change
Other	1%	2%	No Sig Change

- **Respondents are most likely to say they would like to receive updates about:**
 - **Roadworks, traffic, travel (76%)**
 - **Bin collection information (71%)**
 - **What's on / events listings (65%)**
 - **Their local area (62%)**
- This is then followed by those respondents who say they would like to receive updates about:
 - Council tax and spending (54%)
 - Consultations and surveys (52%)
 - Voting, elections and councillors (48%)
- **Compared to when the same question was asked one year ago, there has been a significant decrease (- 5pp) in the proportion of respondents who would like updates about council meeting dates,**

Neighbourhood Priorities Explored

In the April 2024 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:

- Access to health services
- Clean streets
- Levels of crime / ASB
- 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	31%	28%	41%	Access to health services
Clean streets	21%	26%	53%	State of roads & pavements
Access to health services	71%	14%	15%	Clean streets
State of roads & pavements	23%	24%	53%	Levels of crime / ASB
Access to health services	67%	20%	13%	State of roads & pavements
Levels of crime / ASB	69%	17%	14%	Clean streets

- **Access to health services is the clear priority. Significantly more respondents prioritise access to health services over clean streets (71% vs 15%) and the state of roads of pavements (67% vs 13%). 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 (69% vs 14%) and the state of roads of pavements (53% vs 23%).
- Finally, significantly more respondents prioritise the state of roads and pavements over clean streets (53% vs 21%).
- Thus the ordered list of priorities, based only on these four areas is:
 1. Access to health services
 2. Levels of crime / ASB
 3. State of roads and pavements
 4. 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	6%
Be critical if specifically asked	13%
Be neutral	24%
Speak highly if specifically asked	28%
Speak highly without being asked	30%

- **The majority of respondents (58%) 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%).
- 24% of respondents would be neutral about Hull overall.

	% Who Would Speak Highly (both if specifically asked, and without being asked)			
	November 2022	October 2023	September 2024	Annual Change
How would you talk about Hull overall?	57%	61%	58%	No Sig Change

- **Compared to when the same question was asked both one year and two years ago, there has been no significant change in the proportion of respondents who would speak highly about Hull overall.**

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

Strongly disagree	5%
Disagree	8%
Neither disagree nor agree	25%
Agree	42%
Strongly agree	19%

- **The majority of respondents (62%) either agree (42%) or strongly agree (19%) that they are proud to live in or near Hull.**
- Conversely, just 13% of respondents either disagree (8%) 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	September 2024	Annual Change
How much do you agree that you are proud to live in / near Hull?	58%	60%	62%	No Sig Change

- **Compared to when the same question was asked both one year and two years ago, there has been no significant change in the proportion of respondents who 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	6%
Disagree	12%
Neither disagree nor agree	35%
Agree	36%
Strongly agree	12%

- **Almost half (48%) of respondents either agree (36%) or strongly agree (12%) that they are proud of their neighbourhood.**
- Conversely, just 17% of respondents either disagree (12%) or strongly disagree (6%) that they are proud of their neighbourhood.
- Approximately a third of respondents (35%) neither agree nor disagree that they are proud of their neighbourhood.

	% Who Agree or Strongly Agree		
	October 2023	September 2024	Annual Change
How much do you agree that you are proud of your neighbourhood?	47%	48%	No Sig Change

- **Compared to when the same question was asked one year ago, there has been no significant change in the proportion of respondents who 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	2%	5%	14%	31%	49%	79%
To assist people who need it asking nothing in return	<1%	4%	28%	40%	28%	68%
To have a good relationship with my neighbours	2%	7%	25%	37%	29%	66%
To continue living in Hull	12%	13%	31%	23%	22%	44%
To always live close to my family	13%	16%	28%	23%	20%	43%
To be active in improving my neighbourhood	5%	15%	40%	28%	12%	40%

The majority of respondents believe the following are important:

- **Having friends that they can count on (79%)**
- **Assisting people who need it and asking nothing in return (68%)**
- **Having a good relationship with their neighbours (66%)**

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

- Being active in improving their neighbourhood (40%)
- Always living close to family (43%)
- Continuing to live in Hull (44%)

	% Who Think Important (score 4 or 5)		
	October 2023	September 2024	Annual Change
To always live close to my family	41%	43%	No Sig Change
To assist people who need it asking nothing in return	68%	68%	No Sig Change
To be active in improving my neighbourhood	41%	40%	No Sig Change
To have friends that I can count on	80%	79%	No Sig Change
To continue living in Hull	46%	44%	No Sig Change
To have a good relationship with my neighbours	71%	66%	▼

- **Compared to when the same question was asked one year ago, there has been a significant decrease (- 5pp) in the proportion of respondents who think it important to have a good relationship with their neighbours.**

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	5%	8%	22%	45%	20%	65%
People in my neighbourhood try to be helpful	4%	9%	25%	53%	10%	62%
People from different backgrounds get along together	6%	10%	33%	44%	7%	51%
People in my neighbourhood look after each other	6%	12%	35%	42%	6%	48%
People in my neighbourhood pull together when needed	5%	13%	35%	37%	9%	46%
People in my neighbourhood show pride in our local area	8%	19%	29%	36%	8%	43%
People in my neighbourhood would try to take advantage, if they got the chance	13%	31%	35%	17%	6%	22%

- **The majority of respondents agree that:**
 - **They have neighbours they can trust (65%)**
 - **People in their neighbourhood try to be helpful (62%)**
 - **People from different backgrounds get along together (51%)**
- More than 40% of respondents agree that:
 - People in their neighbourhood look after each other (48%)
 - People in their neighbourhood pull together when needed (46%)
 - People in their neighbourhood show pride in their local area (43%)

- Respondents are least likely to agree that:
 - People in their neighbourhood would try to take advantage if they could (18%)

	% Who Agree or Strongly Agree		
	October 2023	September 2024	Annual Change
People in my neighbourhood would try to take advantage if they got the chance	18%	22%	▲
People in my neighbourhood try to be helpful	59%	62%	No Sig Change
People in my neighbourhood show pride in our local area	41%	43%	No Sig Change
People from different backgrounds get along together	50%	51%	No Sig Change
People in my neighbourhood look after each other	48%	48%	No Sig Change
People in my neighbourhood pull together when needed	47%	46%	No Sig Change
I have neighbours that I can trust	68%	65%	No Sig Change

- Compared to when the same question was asked one year ago, there has been a significant increase (+ 4pp) in the proportion of respondents who agree or strongly agree that people in their neighbourhood would try to take advantage if they got the chance.

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 my immediate neighbourhood	7%	10%	31%	39%	13%	52%
I feel I belong to Hull	5%	8%	22%	41%	25%	65%
I feel I belong to the north	4%	5%	18%	39%	34%	74%
I feel like I belong to the UK	4%	7%	17%	38%	33%	71%

- **Around two thirds of respondents agree or strongly agree that they feel like they belong to Hull (65%).**
- **Just over a half of respondents (52%) agree or strongly agree that they feel like they belong to their immediate neighbourhood.**
- In fact, the largest proportion of respondents agree or strongly agree that they feel like they belong either to the north (74%) or to the UK (71%).

	% Who Agree or Strongly Agree		
	October 2023	September 2024	Annual Change
I feel I belong to my immediate neighbourhood	52%	52%	No Sig Change
I feel I belong to Hull	65%	65%	No Sig Change
I feel I belong to the north	75%	74%	No Sig Change
I feel like I belong to the UK	68%	71%	No Sig Change

- **Compared to when the same question was asked one year ago, there has been no significant change in the proportion of respondents who feel they belong to any of the four areas listed.**

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	3%	165	28%	41%	12%
Healthy	4%	18%	35%	37%	7%
Lonely	31%	27%	24%	14%	4%
Anxious / Stressed	11%	23%	33%	28%	5%
Worthwhile	4%	10%	33%	33%	17%
Optimistic	5%	16%	32%	34%	13%
Hopeful	4%	12%	32%	37%	14%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Nov 2022	One Year Ago Sep 2023	Sep 2024
Happy	65%	51%	53%	54%	53%
Healthy	51%	50%	49%	43%	43%
Not Lonely	58%	50%	59%	56%	57%
Not Stressed / Anxious	36%	31%	37%	35%	33%
Worthwhile	56%	50%	54%	53%	53%
Optimistic	-	-	44%	44%	47%
Hopeful	-	-	42%	46%	51%

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Nov 2022	One Year Ago Sep 2023	Sep 2024
Unhappy	14%	23%	19%	19%	19%
Unhealthy	20%	20%	23%	26%	21%
Lonely	23%	26%	21%	21%	19%
Stressed / Anxious	36%	41%	31%	33%	34%
Not worthwhile	14%	15%	16%	16%	14%
Pessimistic	-	-	23%	21%	21%
Not hopeful	-	-	21%	20%	17%

- 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%) than say they do not feel stressed or anxious (33%).

Compared to one year ago:

- There has been a significant increase (+ 6pp) in the proportion of respondents who feel hopeful.
- There has been a significant decrease (- 5pp) in the proportion of respondents who feel unhealthy.

Compared to two years ago this increase in the proportion of respondents who feel hopeful is even more significant (+ 9pp).

However, compared to two years ago, the proportion of respondents who feel healthy has decreased significantly (- 6pp).

Financial Stability Tracker

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

Keeping up with bills / credit commitments without any difficulties	44%
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%
Keeping up with bills / credit commitments, but it is a constant struggle	15%
Falling behind with some bills / credit commitments	2%
Having real financial problems, have fallen behind with many bills / credit commitments	2%
Don't have any bills / credit commitments	1%
Don't know / prefer not to say	4%

- **The majority of respondents (76%) are either keeping up without any difficulties (44%) or only struggling occasionally (33%).**
- **20% either find it a constant struggle to keep up (15%), are falling behind financially (2%) or are having real financial problems (2%).**

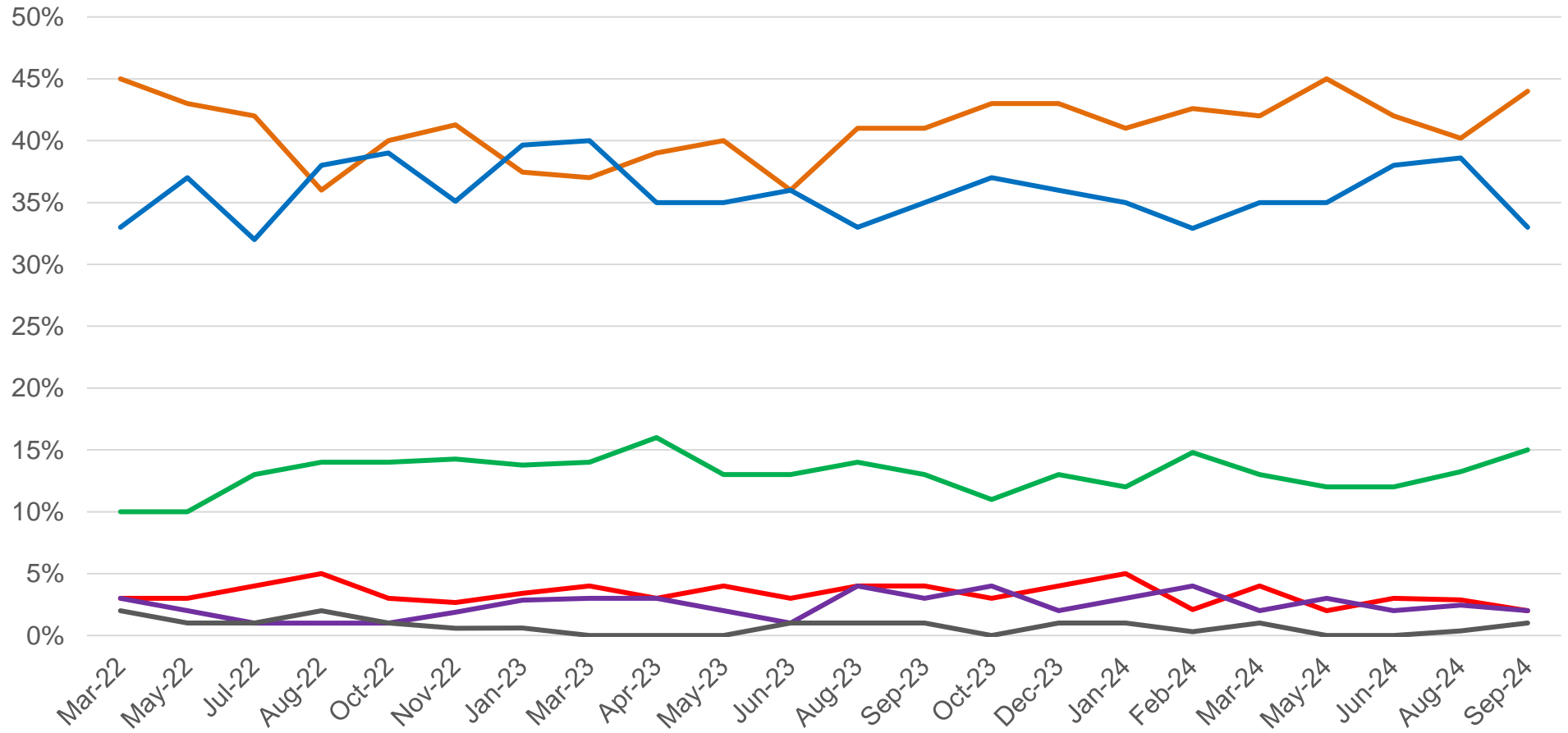
Compared to March 2022, when this information was first tracked, and before the cost-of-living crisis:

- There has been a significant increase in the proportion of respondents who are keeping up but finding it a constant struggle (+ 5pp).

Compared to a year ago:

- There has been a significant decrease in the proportion of respondents who are falling behind with some bills / credit commitments (- 2pp).
- **Over the previous two reporting periods the proportion of respondents who were keeping up without any difficulties and the proportion of respondents who were struggling from time to time were very similar; a trend last seen during much of the cost-of-living crisis.**
- **However, latest figures suggest a return to a significantly higher proportion who are keeping up without any difficulties than respondents who are struggling from time to time; as experienced during times of greater economic stability.**

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- 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