People's Panel
September 2025
Analysis Report

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Introduction and Methodology

Introduction

This survey was conducted for six weeks between September and November 2025. Questions covered the following topics:

- Happiness and Wellbeing Tracker
- Ambition: Our Culture, Our Heritage, Our City
- Views of Art and Culture
- Look Hull's Talking (Hull's Portrayal in Media)
- Hull Branding Index
- Hull City Centre
- Communicating With The Council
- Financial Stability Tracker

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

Methodology

This survey was open to People's Panel members, and non-members, across Hull and East Riding, over a six-week period between September and November 2025.The People's Panel includes residents of both Hull and the East Riding. The latter often work, shop, and use the entertainment facilities in Hull, as well as access some services such as healthcare

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

Response Rate

Method	Count	%
Member	811	66.0%
Non-Member	417	34.0%
Total	**1228**	

Local Authority Residence	Count	%
Hull	1086	88.4%
East Riding	115	9.4%
Not Hull or East Riding	2	0.2%
No Postcode Provided	25	2.0%
Total	**1228**	

1,086 responses came from residents with a Hull postcode.

There are an estimated 220,005 residents of Hull aged 16 +.

This means that any figures reported for Hull have a confidence interval of 2.97% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 2.97 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 (1086)**		**Hull Pop**	**Weighted Sample**
Gender	Female (inc. MTF)	506	46.9%	49.9%	48.9%
	Male (inc. FTM)	570	52.8%	50.1%	50.5%
	Other / non-binary	3	0.3%	-	0.6%
LLTI (impairment or illness)	No	560	51.8%	76.7%	72.5%
	Yes	521	48.2%	23.3%	27.5%
Age group	16-34	60	5.7%	33.7%	24.7%
	35-44	97	9.3%	17.8%	21.8%
	45-54	140	13.4%	14.4%	17.0%
	55-64	272	26.1%	14.7%	15.7%
	65-74	342	32.8%	10.7%	12.2%
	75+	133	12.7%	8.7%	8.7%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	64	5.9%	15.0%	13.9%
	White British	1021	94.1%	85.0%	86.1%

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 be satisfied / to agree; with values closer to +2 suggesting they are more satisfied / agree more strongly.

Executive Summary

Happiness and Wellbeing

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

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

The only exception is feelings of stress / anxiety, where a similar proportion of respondents say they do feel stressed or anxious (33%) as say they do not feel stressed or anxious (35%).

Compared to when the same question was asked one year ago in the People's Panel, respondents now feel significantly less optimistic (- 7pp) and significantly less hopeful (- 8pp).

Compared to when the same question was asked two years ago in the People's Panel, respondents now feel significantly less unhealthy (- 4pp), but also significantly more pessimistic (+ 5pp).

Ambition: Our Culture, Our Heritage, Our City

Priorities

Respondents were provided with a list of nine priorities under the Our Culture, Our Heritage, Our City ambition, and asked to choose which are the most important in measuring how well Hull City Council works towards making Hull a leading city for culture and heritage, and which should be prioritised for improvement.

Based on responses, respondents have identified four priorities (i.e. those which are both most important and most in need of improvement):

- **Provides residents with the opportunities to enjoy culture and heritage in ways and in locations that suit them (e.g. events, festivals, venues, price, location)**
- **Encourages the development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location**
- **Works towards attracting more tourists / visitors to the city and increasing visitor spend in the economy**
- **Works to improve Hull's reputation to people outside of the city**

Progress

The same question was asked two years ago, in the People's Panel, at which time respondents identified the following five priorities:

- Residents have opportunities to enjoy culture and heritage in ways and in locations that suit them
- Hull's reputation to people outside of the city
- The development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location
- The number of tourists / visitors to the city and increasing visitor spend in the economy
- National and international (big name) culture and heritage events / artists

Respondents to this survey were therefore asked, for each of these previous priorities, whether things have got worse, stayed the same, or got better over the last two years.

The majority of respondents feel that all five of the previous key priorities have stayed the same over the last two years.

However, positively, significantly more respondents think that the following have got better over the last year, than think they have got worse:

- **The development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location (39% got better vs 7% got worse)**
- **National and international (big name) culture and heritage events / artists (27% got better vs 15% got worse)**
- **Residents have opportunities to enjoy culture and heritage in ways and in locations that suit them (20% got better vs 14% got worse)**

Views of Arts and Culture

Respondents were asked how much they disagree or agree with 12 statements about arts and culture.

The significant majority of respondents agree or strongly agree that access to museums / galleries is important (87%) and that it is important for local councils and other local organisations to support art / culture (80%).

Over half of respondents also agree or strongly agree that public money should support art / culture (59%), that arts / culture make a difference where they live (58%), and that Hull is great place for art and culture (52%).

Conversely, over half of respondents disagree or strongly disagree that art and culture are not for people like them (72%), that art and culture are for rich people (70%), that they have no interest in the arts (67%), and that they don't really understand the arts (57%).

The same question was asked in a People's Panel survey in 2015.

Positively, over the last ten years there has been a significant increase (+ 5pp) in the proportion of respondents who want to get involved in arts and culture.

However, over the same period there has also been a significant increase (+ 6pp) in the proportion of respondents who say that art and culture are for rich people, a significant increase (+ 3pp) in the proportion of respondents who say they have no interest in the arts, and a significant increase (+ 3pp) in the proportion of respondents who say that art and culture are not for people like them.

Respondents were then asked what they felt were the main benefits to Hull of the arts, cultural activities and events.

Over half of respondents believe that the main benefits are that they increase visitors / tourists (71%) and enhance the city's reputation (58%).

A high proportion of respondents also believe that the main benefits are that they develop local talent (48%) and bring local communities together (30%).

Finally, respondents were asked what they think we should focus on to promote Hull and attract visitors.

Over half of respondents think we should focus on big events (71%) and museums / galleries (51%).

A high proportion of respondents also believe that we should focus on the city centre offer (43%), the Marina and Pier (42%), theatre and music (40%), and retail and leisure (40%).

Look Hull's Talking

The majority of respondents (61%) believe that the amount of coverage that Hull has received in the national / international media in the last year has stayed the same.

Similar proportions believe that Hull has received more coverage in the last year (21%) as believe that Hull has received less coverage (19%).

Over half of respondents (55%) believe that the way Hull is portrayed in the media in the last year has stayed the same.

However, in this case, a significantly higher proportion of respondents believe that the way Hull is portrayed in the media in the last year has become less positive (28%) than believe that it has become more positive (17%).

Hull Branding Index

2025 Branding Index

Respondents were given eighteen positive statements about Hull and asked:

- How much they personally agreed with each statement
- How much they thought people not from / who have never lived in Hull would agree

Based on responses to these:

Top Qualities: Those statements which scored most positively from both an external and a personal perspective include:

- Hull has an interesting history
- Hull is an affordable place to live
- Hull people are warm and friendly

Other Selling Points: The following statements also scored positively, from both an external and a resident perspective:

- Hull is a good place to come and study

Hidden Gems: The following statements scored significantly higher from a resident view than from an outside perspective, suggesting panel members believe these qualities are significantly *under appreciated* by people living outside of Hull:

- Hull is a good place to settle / raise a family
- Hull is an attractive city

Myth Busting: The following statements all scored positively from a resident's view, but negatively from an outside perspective, meaning panel members feel these areas are *unjustly* perceived negatively by people living outside of the city.

- Hull has lots of interesting things to do
- Hull has good public amenities
- Hull is a safe city
- Hull is a good place to do business
- There are always things going on
- Different communities in Hull get along
- There are new things to discover

Negative Qualities: The following statements scored negatively from both an external and resident perspective, suggesting Panel members feel these are valid areas for improvement:

- Hull has a good reputation
- Hull is clean and tidy
- It is easy to find a job in Hull
- Hull is modern
- Hull is an exciting place to live

Analysis by Respondent Type

Notably, those respondents who have lived in Hull / East Riding their entire life, and never spent time away, tend to have a significantly more negative personal view of Hull.

They are significantly less likely than average to personally agree that Hull is an affordable place to live, is a good place to settle / raise a family, is a safe city, always has things going on, has good public amenities, is a good place to come study, and has new things to discover.

Conversely, those respondents who were born in Hull / East Riding, but have spent time living elsewhere tend to have both a significantly more positive personal view of Hull and tend to think that people not from Hull / who have never lived in Hull have a more positive view of the city.

Comparison With The 2015 Branding Index

The same questions were asked in a People's Panel survey in 2015.

Over the last ten years, respondents personal view of the city has become significantly more negative against nine of the eighteen statements.

This includes Hull is a safe city (-0.27), Hull is a good place to come to study (-0.22), Hull is a good place to do business (-0.21), Hull is an affordable place to live (-0.18), Hull is modern (-0.15), Hull people are warm and friendly (-0.15), Hull is an exciting place to live (-0.14). Hull is a good place to settle / raise a family (-0.09), and Hull has a good reputation (-0.09).

Respondents also believe that people not from Hull / who have never lived in Hull perceive Hull significantly more negatively now against fifteen of the eighteen statements.

Hull City Centre

Latest Rating

Just 25% of respondents rate the city centre overall as either good (21%) or very good (4%).

This compares to nearly half of respondents (46%) who rate the city centre overall as either poor (31%.) or very poor (15%).

Respondents were then asked to rate sixteen individual aspects of the city centre.

Over half of respondents rate the city centre history and heritage experience (72%), major events (64%), and the architecture and buildings (58%) as good or very good.

A high proportion also rate the city centre cultural experience (47%) and walks and trails (47%) as good or very good.

Conversely, over half of respondents rate the city centre shopping experience (72%)as poor or very poor.

A high proportion also rate the general ambience / atmosphere / buzz (45%), feelings of safety (44%), general cleanliness and tidiness (43%), business / shop opening times (42%), and car parking (41%) as poor or very poor:

Progress in Last Year

The same questions were asked in a People's Panel survey in 2024.

Over the last year there has been a significant increase in the proportion of respondents rating the city centre going out / clubbing experience (+ 9pp) and public transport (+ 6pp) as good / very good.

However, over the same period there has also been a significant decrease in the proportion of respondents rating nine of the sixteen aspects of the city centre as good / very good:

These included business / shop opening times (- 10pp), the city centre dining experience (- 10pp), feelings of safety (- 9pp), the city centre cultural experience (- 9pp), the quality of green spaces (- 7pp), walks and trails (- 6pp), the city centre history and heritage experience (- 6pp), general tidiness and cleanliness (- 5pp), and the city centre shopping experience (- 3pp).

Areas of The City Centre

Respondents were asked to rate four key areas of the city centre.

The Marina / Pier / Humber Street is the highest rated area of the city centre.

77% of respondents rate this area as good / very good, compared to just 7% who rate it as poor / very poor.

A higher proportion of respondents rate both the Old Town and St Stephens / Interchange as good / very good, than do poor / very poor.

61% of respondents rate the Old Town as good / very good, compared to 17% who rate it as poor / very poor. 51% of respondents rate St Stephens / Interchange as good / very good, compared to 24% who rate it as poor / very poor.

However, a higher proportion of respondent's rate the New Town as poor / very poor, than as good / very good.

51% of respondents rate this area as poor / very poor, compared to 19% who rate it as good / very good.

Communicating With The Council

Emergency Alert

On Sunday 7th September, the government sent an emergency alert test message to all mobile phones in the UK.

81% of respondents received the government emergency alert test message.

8% did not receive the message and don't know why

Receiving Information From / Sending Information To Hull City Council

94% of respondents want to be contacted by / receive information from the Council and 94% want to be able to contact / send information to the Council.

In both cases, the preferred method is email.

Nearly two thirds of respondents (62%) want to be contacted by / receive information from the Council by email. Over two thirds of respondents (66%) want to be able to send information to the Council by email.

Other preferred methods of being contacted by / receiving information from the Council include post (32%) and SMS / text (26%).

Other preferred methods of sending information to the Council include SMS / text (22%), a HCC Mobile App (22%), and the phone (19%)

Types of Information

Last year, in the People's Panel, respondents were asked what types of information they wanted to receive from the Council.

They identified the following five themes:

- Road works, traffic, travel
- Bin collection information
- What's on / events listings
- Your local area
- Council tax and council spending

In this survey respondents were asked their preferred method of receiving each type of information,

For each of the themes listed, the method preferred by respondents for receiving information is email.

- For road works / traffic / travel this is then followed by local media / social media.
- For bin collection information this is then followed by post.
- For what's on / events listings and your local area this is then followed by a mixture of local media / social media and post.
- For council tax / spending this is then followed by a mixture of post and the council website.

Respondents were then asked if they thought the information they received from the Council, relating to these five themes, has got worse, stayed the same or got better over the last year.

The majority of respondents feel that the quality of the information received, under all five of the themes listed, has stayed the same over the last two years.

Significantly more respondents think that the information on bin collections has got better (20%) over the last year, than think it has got worse (5%).

However, significantly more respondents think that information on the following has got worse over the last year, than think has got better:

- **Road works, traffic, travel (41% got worse vs 9% got better)**
- **Council tax and spending (23% got worse vs 4% got better)**
- **Your local area (21% got worse vs 8% got better)**

Telling Us What You Think

Respondents were provided with a list of 10 different ways they could have got involved in decision making / made their opinion known in the previous year (aside from complete a People's Panel survey).

Nearly three quarters of respondents (71%) have done one of the things listed in the last 12 months. Specifically, nearly half of respondents (46%) have completed a questionnaire (other than the People's Panel) from the local council.

A third (35%) have completed a questionnaire (other than the People's Panel) from another local public service (e.g. NHS, Police etc.) and a quarter (24%) have signed a local petition.

Since this question was asked in the People's Panel one year ago there has been a significant decrease in both the proportion of respondents who have completed a questionnaire from a local public service other than the Council (- 8pp) and the proportion of respondents who have given a compliment about their council (- 4pp).

Respondents who had got involved in decision making / made their opinion known were then asked to rate the following statements:

- I was able to access the results
- I was given feedback about how the results would be used
- I feel my views were taken into account
- I feel my views made a difference

At least twice as many respondents disagree with each of these statements, as agree.

Most notably nearly half (44%) of respondents disagree that they were given feedback (other than the People's Panel) on how their contribution was used; compared to just 18% who agree.

Financial Stability Checker

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

The majority of respondents (73%) are either keeping up without any difficulties (39%) or only struggling occasionally (34%).

22% find it a constant struggle to keep up (15%), are falling behind financially (4%) or are having real financial problems (3%).

Compared to when this question was asked one year ago in the People's Panel there has been a small, but significant, increase (+ 2pp) in the proportion of respondents who are falling behind with some bills / credit commitments.

There has been no significant change compared to when the same question was asked two years ago in the People's Panel.

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	5%	14%	23%	42%	15%
Healthy	3%	18%	33%	35%	10%
Lonely	30%	26%	25%	15%	4%
Anxious / Stressed	13%	22%	32%	24%	8%
Worthwhile	4%	12%	32%	33%	19%
Optimistic	7%	19%	34%	26%	14%
Hopeful	5%	18%	34%	29%	15%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Sep 2023	One Year Ago Sep 2024	September 2025
Happy	65%	51%	54%	53%	**57%**
Healthy	51%	50%	43%	43%	**46%**
Not Lonely	58%	50%	56%	57%	**56%**
Not Stressed / Anxious	36%	31%	35%	34%	**35%**
Worthwhile	56%	50%	53%	53%	**52%**
Optimistic	-	-	44%	47%	**40%**
Hopeful	-	-	46%	51%	**43%**

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Sep 2023	One Year Ago Sep 2024	September 2025
Unhappy	14%	23%	19%	19%	**19%**
Unhealthy	20%	20%	26%	21%	**22%**
Lonely	23%	26%	21%	19%	**19%**
Stressed / Anxious	36%	41%	33%	33%	**33%**
Not worthwhile	14%	15%	16%	14%	**16%**
Pessimistic	-	-	21%	21%	**26%**
Not hopeful	-	-	20%	17%	**23%**

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 (33%) as say they do not feel stressed or anxious (35%).

Compared to one year ago:

- There has been a significant decrease (- 7pp) in the proportion of respondents who feel optimistic.
- There has been a significant decrease (- 8pp) in the proportion of respondents who feel hopeful.

Compared to two years:

- There has been a significant decrease (- 4pp) in the proportion of respondents who feel unhealthy.
- There has been a significant increase (+ 5pp) in the proportion of respondents who feel pessimistic.

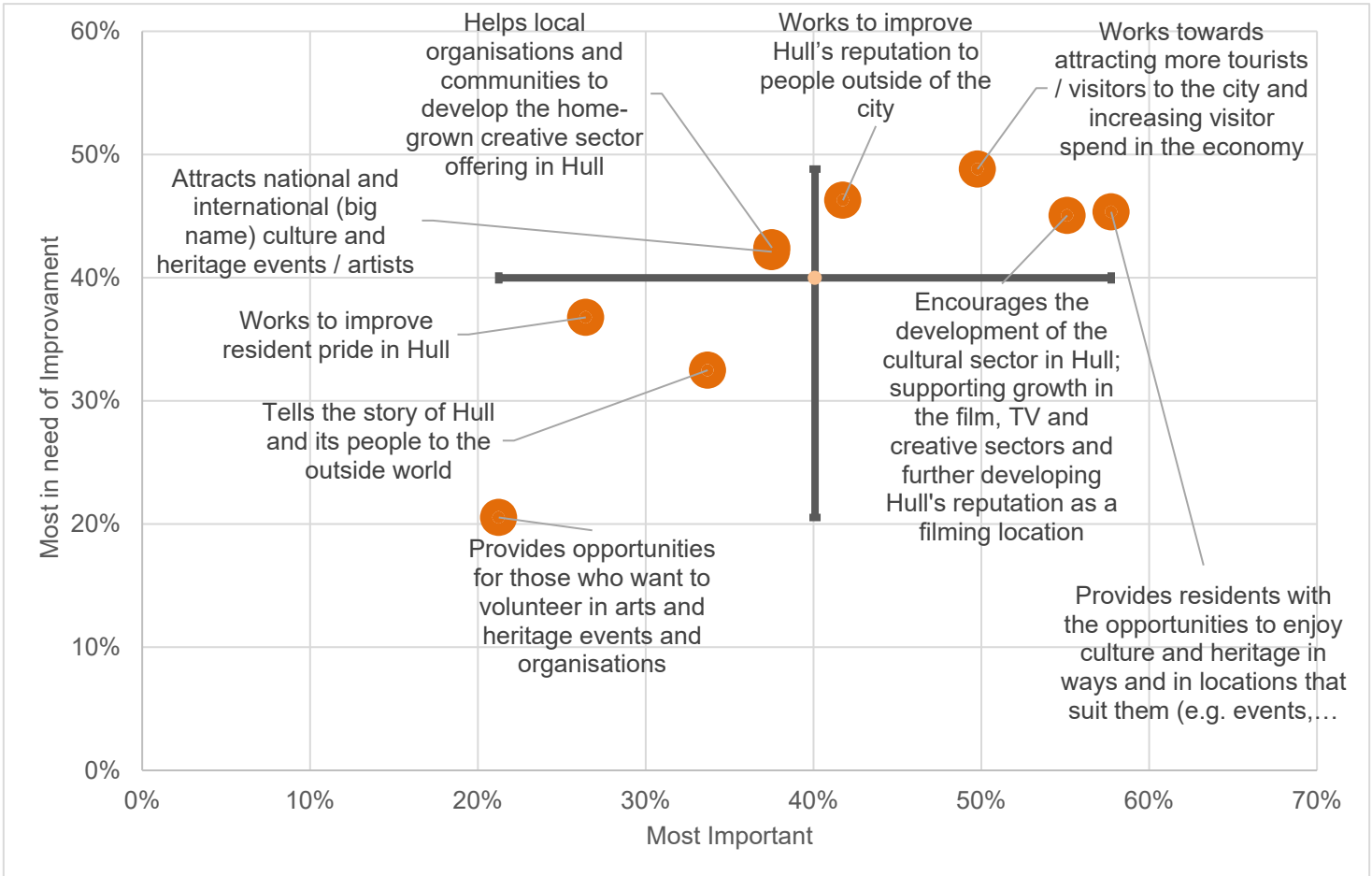
Ambition: Our Culture, Our Heritage, Our City

Q. Which of the following do you think are **most important** in measuring how well Hull City Council works towards making Hull a leading city for culture and heritage?

Q. Which of the following do you think Hull City Council should prioritise for **improvement** in measuring how it works towards making Hull a leading city for culture and heritage?

Tick up to 4 boxes

	Most Important	Most In Need of Improvement
Encourages the development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location	55%	45%
Helps local organisations and communities to develop the home-grown creative sector offering in Hull	38%	42%
Provides residents with the opportunities to enjoy culture and heritage in ways and in locations that suit them (e.g. events, festivals, venues, price, location)	58%	45%
Attracts national and international (big name) culture and heritage events / artists	38%	42%
Works to improve Hull's reputation to people outside of the city	42%	46%
Tells the story of Hull and its people to the outside world	34%	32%
Works towards attracting more tourists / visitors to the city and increasing visitor spend in the economy	50%	49%
Provides opportunities for those who want to volunteer in arts and heritage events and organisations	21%	21%
Works to improve resident pride in Hull	26%	37%



Above average levels of **importance** are placed on:

- Provides residents with the opportunities to enjoy culture and heritage in ways and in locations that suit them (e.g. events, festivals, venues, price, location) (58%)
- Encourages the development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location (55%)
- Works towards attracting more tourists / visitors to the city and increasing visitor spend in the economy (49%)
- Works to improve Hull's reputation to people outside of the city (42%)

Above average levels of **need for improvement** are placed on:

- Works towards attracting more tourists / visitors to the city and increasing visitor spend in the economy (49%)
- Works to improve Hull's reputation to people outside of the city (46%)
- Encourages the development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location (45%)
- Provides residents with the opportunities to enjoy culture and heritage in ways and in locations that suit them (e.g. events, festivals, venues, price, location) (45%)
- Attracts national and international (big name) culture and heritage events / artists (42%)
- Helps local organisations and communities to develop the home-grown creative sector offering in Hull (42%)

Thus, the resident priorities for 2025 under this ambition are:

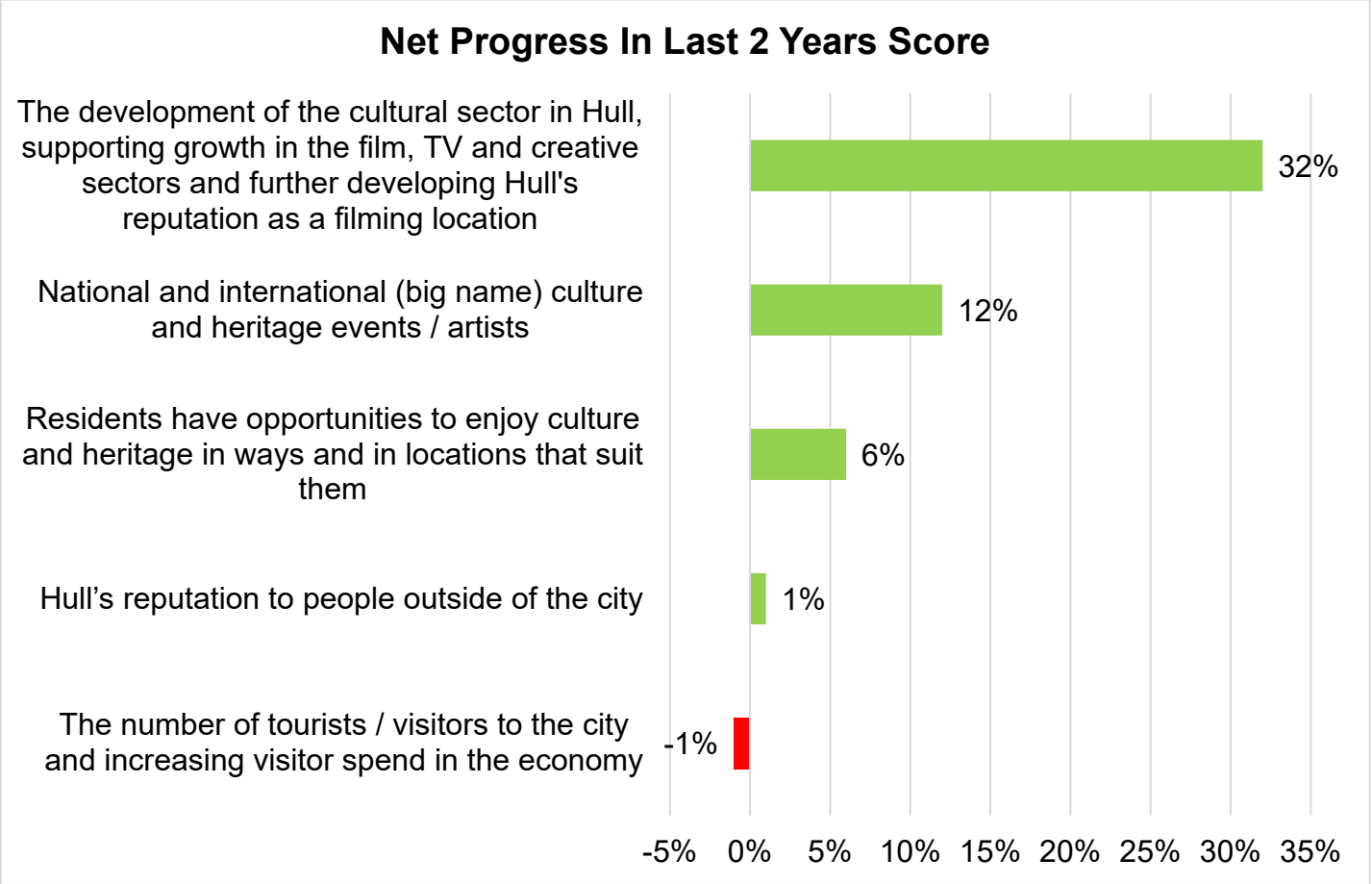
- **Provides residents with the opportunities to enjoy culture and heritage in ways and in locations that suit them (e.g. events, festivals, venues, price, location)**
- **Encourages the development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location**
- **Works towards attracting more tourists / visitors to the city and increasing visitor spend in the economy**
- **Works to improve Hull's reputation to people outside of the city**

Q. 2 years ago, we asked you to tell us what was important to you about Hull's art, culture and heritage, and what you most wanted improving. You told us that the following were your top priorities.

Over the last 2 years, have these got worse, stayed the same, or got better?

	Got Worse	Stayed The Same	Got Better
Residents have opportunities to enjoy culture and heritage in ways and in locations that suit them	14%	67%	20%
Hull's reputation to people outside of the city	22%	56%	23%
The development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location	7%	54%	39%
The number of tourists / visitors to the city and increasing visitor spend in the economy	20%	61%	19%
National and international (big name) culture and heritage events / artists	15%	58%	27%

The majority of respondents feel that all five of the previous key priorities have stayed the same over the last two years.



However, significantly more respondents think that the following have got <u>better</u> over the last year, than think they have got worse:

- **The development of the cultural sector in Hull, supporting growth in the film, TV and creative sectors and further developing Hull's reputation as a filming location (39% got better vs 7% got worse)**
- **National and international (big name) culture and heritage events / artists (27% got better vs 15% got worse)**
- **Residents have opportunities to enjoy culture and heritage in ways and in locations that suit them (20% got better vs 14% got worse)**

Views of Arts and Culture

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

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Disagree Total	Agree Total
Arts / culture make a difference where I live	5%	12%	26%	39%	19%	**16%**	**58%**
Access to museums / galleries is important	1%	3%	9%	50%	38%	**4%**	**87%**
Art and culture are not for people like me	35%	37%	19%	8%	2%	**72%**	**10%**
There are lots of opportunities to get involved in art and culture if I want	3%	15%	39%	36%	8%	**18%**	**44%**
It is important for local councils and other local organisations to support art / culture	2%	4%	15%	47%	32%	**6%**	**80%**
Art and culture are for rich people	34%	36%	17%	10%	4%	**70%**	**14%**
I don't really understand the arts	26%	31%	28%	13%	2%	**57%**	**15%**
Public money should support art / culture	5%	10%	27%	37%	22%	**14%**	**59%**
I have no interest in the arts	36%	32%	21%	9%	3%	**67%**	**12%**
I want to get involved in art and culture	7%	18%	37%	27%	12%	**24%**	**39%**
Hull supports creative people and artists	2%	8%	41%	40%	8%	**11%**	**48%**
Hull is great place for art and culture	3%	7%	38%	41%	11%	**9%**	**52%**

The significant majority of respondents agree or strongly agree that:

- **Access to museums / galleries is important (87%)**
- **It is important for local councils and other local organisations to support art / culture (80%)**

Over half of respondents also agree or strongly agree that:

- Public money should support art / culture (59%)
- Arts / culture make a difference where I live (58%)
- Hull is great place for art and culture (52%)

A high proportion of respondents also agree or strongly agree that:

- Hull supports creative people and artists (48%)
- There are lots of opportunities to get involved in art and culture if I want (44%)
- I want to get involved in art and culture (39%)

Conversely, over half of respondents <u>disagree or strongly disagree</u> that:

- **Art and culture are not for people like me (72%)**
- **Art and culture are for rich people (70%)**
- **I have no interest in the arts (67%)**
- **I don't really understand the arts (57%)**

	Agree Total 2015	Agree Total 2025	Change
Arts / culture make a difference where I live	55%	**58%**	No Sig Change
Access to museums / galleries is important	85%	**87%**	No Sig Change
Art and culture are not for people like me	7%	**10%**	▲
There are lots of opportunities to get involved in art and culture if I want	43%	**44%**	No Sig Change
It is important for local councils and other local organisations to support art / culture	82%	**79%**	No Sig Change
Art and culture are for rich people	7%	**13%**	▲
I don't really understand the arts	14%	**15%**	No Sig Change
Public money should support art / culture	56%	**59%**	No Sig Change
I have no interest in the arts	9%	**12%**	▲
I want to get involved in art and culture	34%	**39%**	▲
Hull supports creative people and artists	47%	**48%**	No Sig Change
Hull is great place for art and culture	55%	**52%**	No Sig Change

The same question was asked in a Peoples Panel survey in 2015.

Positively, over the last ten years there has been:

- **A significant <u>increase</u> (+ 5pp) in the proportion of respondents who want to get involved in arts and culture**

However, over the same period there has also been:

- **A significant <u>increase</u> (+ 6pp) in the proportion of respondents who say that art and culture are for rich people**
- **A significant <u>increase</u> (+ 3pp) in the proportion of respondents who say they have no interest in the arts**
- **A significant <u>increase</u> (+ 3pp) in the proportion of respondents who say that art and culture are not for people like them**

Q. Which of the following do you think are the main benefits to Hull of the arts, cultural activities and events?

Increases visitors / tourists	71%
Enhances the city's reputation	58%
Develops local talent	48%
Brings local communities together	30%
Improves trade for local business	25%
Increases jobs and develops skills	17%
Improves local facilities / infrastructure	17%
Attracts / retains business and industry	13%
Other	3%

Over half of respondents believe that the main benefits are:

- **Increases visitors / tourists (71%)**
- **Enhances the city's reputation (58%)**

A high proportion of respondents also believe that the main benefits are:

- Develops local talent (48%)
- Brings local communities together (30%)

Q. Of these, which do you think we should focus on to promote Hull and attract visitors?

Big events	51%
Museums / galleries	51%
City Centre offer	43%
The Marina and Pier	42%
Theatre and music	40%
Retail and leisure	40%
The history of Hull	28%
Contributions to the world	27%
River fronts	25%
Historic buildings	24%
Local / upcoming talent	20%
Sport / sports teams	19%
Fruit Market	19%
Historical figures	17%
Trails	15%
Other	3%

Over half of respondents think we should focus on:

- **Big events (71%)**
- **Museums / galleries (51%)**

A high proportion of respondents also believe that we should focus on:

- City Centre offer (43%)
- The Marina and Pier (42%)
- Theatre and music (40%)
- Retail and leisure (40%)

Look Hull's Talking

Q. In the last year, do you think the amount of coverage that Hull has had in the national / international media has changed?

Less coverage	19%
Stayed the same	61%
More coverage	21%

The majority of respondents (61%) believe that the amount of coverage that Hull has received in the national / international media in the last year has stayed the same.

Similar proportions believe that Hull has received more coverage in the last year (21%) as believe that Hull has received less coverage (19%).

Q. Has the way that Hull is portrayed in the media changed in the last year?

Less positive	28%
Stayed the same	55%
More positive	17%

Over half of respondents (55%) believe that the way Hull is portrayed in the media in the last year has stayed the same.

However, in this case, a significantly higher proportion of respondents believe that the way Hull is portrayed in the media in the last year has become less positive (28%) than believe that it has become more positive (17%).

Hull Branding Index

2025 Branding Index:

Q. How much do **you personally** agree with the following about Hull?
Q. How much do you think **people not from / who have never lived in Hull** would agree?

Average Score: -2 (Strongly Disagree), -1 (Disagree), 0 (Neither), +1 (Agree), +2 (Strongly Agree)

	You Personally	People not from / who have never lived in Hull	Difference
Hull has an interesting history	1.36	0.55	0.81
Hull is an affordable place to live	0.94	0.64	0.30
Hull people are warm and friendly	0.81	0.39	0.42
Hull is a good place to come to study	0.68	0.25	0.43
Hull is a good place to settle / raise a family	0.51	-0.33	0.84
Hull is an attractive city	0.30	-0.44	0.74
Hull has lots of interesting things to do	0.42	-0.18	0.60
Hull has good public amenities	0.34	-0.09	0.43
Hull is a safe city	0.04	-0.38	0.42
Hull is a good place to do business	0.02	-0.39	0.41
There are always things going on	0.22	-0.18	0.40
Different communities in Hull get along	0.07	-0.29	0.36
There are new things to discover	0.25	-0.03	0.28
Hull is an exciting place to live	-0.01	-0.44	0.43
Hull is modern	-0.16	-0.51	0.35
It is easy to find a job in Hull	-0.35	-0.42	0.07
Hull is clean and tidy	-0.41	-0.52	0.11
Hull has a good reputation	-0.53	-0.73	0.20

Top Qualities:

Those statements which scored most positively from both an external and a personal perspective include:

- Hull has an interesting history
- Hull is an affordable place to live
- Hull people are warm and friendly

Other Selling Points:

The following statements also scored positively, from both an external and a resident perspective:

- Hull is a good place to come and study

Hidden Gems:

The following statements scored significantly higher from a resident view than from an outside perspective, suggesting panel members believe these qualities are significantly *under appreciated* by people living outside of Hull:

- Hull is a good place to settle / raise a family
- Hull is an attractive city

Myth Busting:

The following statements all scored positively from a resident's view, but negatively from an outside perspective, meaning panel members feel these areas are *unjustly* perceived negatively by people living outside of the city.

- Hull has lots of interesting things to do
- Hull has good public amenities
- Hull is a safe city
- Hull is a good place to do business
- There are always things going on
- Different communities in Hull get along
- There are new things to discover

Negative Qualities:

The following statements scored negatively from both an external and resident perspective, suggesting Panel members feel these are valid areas for improvement:

- Hull has a good reputation
- Hull is clean and tidy
- It is easy to find a job in Hull
- Hull is modern
- Hull is an exciting place to live

2025 Branding Index by Domain:

The City Branding Index measures the following six dimensions:

1. **Presence:** Based on the city's status and standing. It also measures the city's contribution in science, culture, and governance.

    - Hull has an interesting history
    - Hull has a good reputation

2. **Place:** Exploring people's perceptions about the physical aspects of the city in terms of cleanliness of environment and how attractive its buildings and parks are etc.

    - Hull is an attractive city
    - Hull is modern
    - Hull is clean and tidy

3. **Pre-Requisite:** Determines how people perceive the basic qualities of the city, whether they are satisfactory, affordable, and accommodating, as well as the standard of public amenities.

    - Hull is a good place to settle / raise a family
    - Hull is an affordable place to live
    - Hull has good public amenities

4. **People:** Reveals whether residents would be warm and welcoming, whether newcomers would find it easy to find and fit into a community, and if they would feel safe.

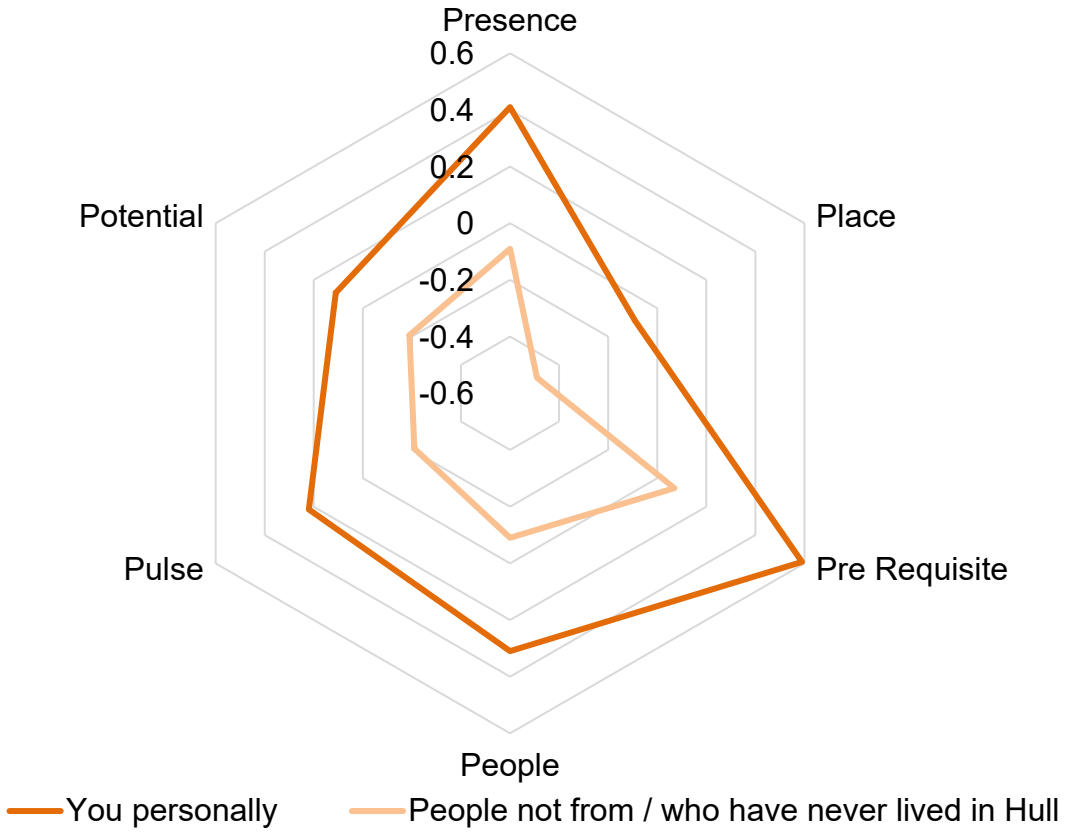
    - Different communities in Hull get along
    - Hull people are warm and friendly
    - Hull is a safe city

5. **Pulse:** Determines if there are interesting things with which to fill free time and how exciting the city is in regard to new things to discover.

    - Hull has lots of interesting things to do
    - Hull is an exciting place to live
    - There are always things going on in Hull
    - There are new things to discover in Hull

6. **Potential:** Measure the economic and educational opportunities within the city, such as how easy it might be to find a job, whether it's a good place to do business or pursue a higher education

    - Hull is a good place to do business
    - It is easy to find a job in Hull
    - Hull is a good place to come to study



Selling Points: Those dimensions which scored positively from both an external and a personal perspective include:

- **Pre-Requisite:** how people perceive the basic qualities of the city, whether they are satisfactory, affordable, and accommodating, as well as the standard of public amenities.

Hidden Gems: The following dimensions scored significantly higher from a resident view than from an outside perspective:

- **Presence:** the city's status and standing. It also measures the city's contribution in science, culture, and governance.

Myth Busting: The following dimensions all scored positively from a resident's view, but negatively from an outside perspective:

- **Pulse:** determines if there are interesting things with which to fill free time and how exciting the city is in regard to new things to discover.
- **People**: whether residents would be warm and welcoming, whether newcomers would find it easy to find and fit into a community, and if they would feel safe.
- **Potential**: measures the economic and educational opportunities within the city, such as how easy it might be to find a job, whether it's a good place to do business or pursue a higher education

Negative Qualities: The following statements scored negatively from both an external and resident perspective:

- **Place**: people's perceptions about the physical aspects of the city in terms of cleanliness of environment and how attractive its buildings and parks are etc**.**

Analysis by Type or Respondent:

Q. How much do **you personally** agree with the following about Hull?

Average Score: -2 (Strongly Disagree), -1 (Disagree), 0 (Neither), +1 (Agree), +2 (Strongly Agree)

	Overall	Always Lived in Hull / ER	Spent Some Time Away	Moved to Hull / ER More Than 10 Years Ago	Moved to Hull / ER Less Than 10 Years Ago
Different communities in Hull get along	**0.07**	-0.01	0.12	0.10	0.17
Hull is a good place to settle / raise a family	**0.51**	0.36	0.75	0.54	0.56
Hull is an attractive city	**0.30**	0.21	0.47	0.33	0.29
Hull is a good place to do business	**0.02**	-0.01	0.08	-0.11	0.24
Hull is modern	**-0.16**	-0.16	-0.12	-0.22	-0.20
Hull is an affordable place to live	**0.94**	0.72	1.12	1.21	1.10
Hull has good public amenities	**0.34**	0.21	0.45	0.40	0.50
Hull has lots of interesting things to do	**0.42**	0.32	0.66	0.54	0.24
Hull people are warm and friendly	**0.81**	0.80	1.04	0.74	0.59
Hull is a safe city	**0.04**	-0.10	0.25	0.18	-0.02
Hull has an interesting history	**1.36**	1.34	1.49	1.36	1.26
Hull is an exciting place to live	**-0.01**	-0.09	0.12	0.01	0.03
Hull has a good reputation	**-0.53**	-0.53	-0.57	-0.64	-0.58
It is easy to find a job in Hull	**-0.35**	-0.40	-0.26	-0.34	-0.35
There are always things going on	**0.22**	0.08	0.34	0.36	0.30
Hull is clean and tidy	**-0.41**	-0.52	-0.34	-0.43	-0.06
Hull is a good place to come to study	**0.68**	0.56	0.72	0.83	0.67
There are new things to discover	**0.25**	0.14	0.34	0.41	0.27

Most notably, those respondents who have lived in Hull / East Riding their entire life, and never spent time away, tend to have a significantly more negative personal view of Hull.

The are significantly less likely than average to personally agree that Hull is an affordable place to live, is a good place to settle / raise a family, is a safe city, always has things going on, has good public amenities, is a good place to come study, and has new things to discover.

Conversely, those respondents who were born in Hull / East Riding, but have spent time living elsewhere. tend to have a significantly more positive personal view of Hull.

The are significantly more likely than average to personally agree that Hull has lots of interesting things to do, is a good place to settle / raise a family, local people are warn and friendly, is a safe city, is an affordable place to live, and has an interesting history.

Respondents who were born elsewhere but moved to Hull / East Riding over ten years ago are significantly more likely than average to personally agree that Hull is an affordable place to live, there are new things to discover, and it is a good place to come to study.

Respondents who were born elsewhere but moved to Hull / East Riding less than ten years ago are significantly more likely than average to personally agree that Hull is clean and tidy, and a good place to do business. **However, they are significantly less likely than average to personally agree that Hull people are warm and friendly – which local people personally rate Hull's best quality.**

Q. How much do you think **people not from / who have never lived in Hull** would agree?

Average Score: -2 (Strongly Disagree), -1 (Disagree), 0 (Neither), +1 (Agree), +2 (Strongly Agree)

	Overall	Always Lived in Hull	Spent Some Time Away	Moved to Hull More Than 10 Years Ago	Moved to Hull Less Than 10 Years Ago
Different communities in Hull get along	-0.29	-0.30	-0.37	-0.26	-0.26
Hull is a good place to settle / raise a family	-0.33	-0.34	-0.22	-0.39	-0.41
Hull is an attractive city	-0.44	-0.42	-0.25	-0.58	-0.55
Hull is a good place to do business	-0.39	-0.34	-0.37	-0.56	-0.40
Hull is modern	-0.51	-0.44	-0.51	-0.65	-0.56
Hull is an affordable place to live	0.64	0.52	0.99	0.68	0.66
Hull has good public amenities	-0.09	-0.08	-0.08	-0.17	-0.06
Hull has lots of interesting things to do	-0.18	-0.17	0.00	-0.27	-0.41
Hull people are warm and friendly	0.39	0.37	0.64	0.25	0.16
Hull is a safe city	-0.38	-0.45	-0.24	-0.44	-0.39
Hull has an interesting history	0.55	0.48	0.79	0.50	0.47
Hull is an exciting place to live	-0.44	-0.37	-0.40	-0.56	-0.59
Hull has a good reputation	-0.73	-0.67	-0.72	-0.95	-0.75
It is easy to find a job in Hull	-0.42	-0.42	-0.38	-0.38	-0.44
There are always things going on	-0.18	-0.16	-0.20	-0.32	-0.01
Hull is clean and tidy	-0.52	-0.56	-0.44	-0.60	-0.48
Hull is a good place to come to study	0.25	0.22	0.25	0.31	0.10
There are new things to discover	-0.03	-0.06	0.02	-0.12	0.20

Respondents who were born in Hull / East Riding, but have spent time living elsewhere. tend to think that people not from Hull / who have never lived in Hull have a more positive view of the city.

The are significantly more likely than average to think that people not from Hull / who have never lived in Hull believe that Hull is an affordable place to live, that Hull people are warm and friendly, that Hull has an interesting history, that Hull is an attractive city, and that there are lots of interesting things to do.

Respondents who have lived in Hull / East Riding their entire life, and never spent time away, are significantly less likely than average to think that people not from Hull / who have never lived in Hull believe that Hull is an affordable place to live.

Respondents who were born elsewhere but moved to Hull / East Riding over ten years ago are significantly less likely than average to think that people not from Hull / who have never lived in Hull believe that Hull has a good reputation, is a good place to do business, and is modern,

Respondents who were born elsewhere but moved to Hull / East Riding less than ten years ago are significantly more likely than average to think that people not from Hull / who have never lived in Hull believe that Hull new things to discover. **However, they are significantly less likely than average to think that people not from Hull / who have never lived in Hull believe that Hull people are warm and friendly, or that there are lots of interesting things to do.**

Comparison With 2015 Branding Index:

	You Personally			People not from / who have never lived in Hull		
	2015	**2025**	**Diff**	**2015**	**2025**	**Diff**
Different communities in Hull get along	0.05	0.07	0.02	-0.05	-0.29	-0.24
Hull is a good place to settle / raise a family	0.60	0.51	-0.09	0.12	-0.33	-0.45
Hull is an attractive city	0.35	0.30	-0.05	-0.04	-0.44	-0.40
Hull is a good place to do business	0.23	0.02	-0.21	0.02	-0.39	-0.41
Hull is modern	-0.01	-0.16	-0.15	-0.24	-0.51	-0.27
Hull is an affordable place to live	1.12	0.94	-0.18	1.11	0.64	-0.47
Hull has good public amenities	0.37	0.34	-0.03	0.05	-0.09	-0.14
Hull has lots of interesting things to do	0.39	0.42	0.03	0.10	-0.18	-0.28
Hull people are warm and friendly	0.96	0.81	-0.15	0.78	0.39	-0.39
Hull is a safe city	0.31	0.04	-0.27	0.09	-0.38	-0.47
Hull has an interesting history	1.23	1.36	0.13	0.98	0.55	-0.43
Hull is an exciting place to live	0.13	-0.01	-0.14	-0.18	-0.44	-0.26
Hull has a good reputation	-0.44	-0.53	-0.09	-0.56	-0.73	-0.17
It is easy to find a job in Hull	-0.79	-0.35	0.44	-0.94	-0.42	0.52
There are always things going on	0.09	0.22	0.13	-0.10	-0.18	-0.08
Hull is clean and tidy	-0.42	-0.41	0.01	-0.54	-0.52	0.02
Hull is a good place to come to study	0.90	0.68	-0.22	0.75	0.25	-0.50
There are new things to discover	0.33	0.25	-0.08	0.09	-0.03	-0.12

Personal Perspective:

Based on their own personal opinion of Hull, and compared to 2015, respondents are now significantly more likely to agree that it is easy to find a job in Hull (+0.44), that Hull has an interesting history (+0.13), and that there are always things going on in Hull (+0.13).

However, they are significantly less likely to agree that:

- Hull is a safe city (-0.27)
- Hull is a good place to come to study (-0.22)
- Hull is a good place to do business (-0.21)
- Hull is an affordable place to live (-0.18)
- Hull is modern (-0.15)
- Hull people are warm and friendly (-0.15)
- Hull is an exciting place to live (-0.14)
- Hull is a good place to settle / raise a family (-0.09)
- Hull has a good reputation (-0.09)

External Perspective:

Respondents believe that people not from Hull / who have never lived in Hull perceive Hull significantly more negatively now, than they did 10 years ago, against almost all the listed metrics.

The notable exception is that respondents believe that people not from Hull / who have never lived in Hull are now significantly more likely to agree that it is easy to find a job in Hull (+0.52), compared to 2015.

Hull City Centre

Q. How would you rate the following facilities and entertainment on offer in the city centre?

	Very poor	Poor	Neither	Good	Very good	Poor Total	Good Total
Architecture and buildings	3%	13%	26%	47%	11%	**16%**	**58%**
Business / shop opening times	12%	31%	32%	23%	3%	**42%**	**26%**
Car parking	16%	25%	30%	23%	7%	**41%**	**30%**
City centre cultural experience	4%	16%	33%	40%	7%	**20%**	**47%**
City centre dining experience	8%	28%	33%	25%	7%	**35%**	**32%**
City centre going out / clubbing experience	11%	26%	38%	21%	5%	**36%**	**26%**
City centre history and heritage experience	2%	6%	20%	55%	17%	**8%**	**72%**
City centre shopping experience	34%	35%	18%	10%	3%	**69%**	**13%**
Feelings of safety	16%	28%	30%	24%	3%	**44%**	**26%**
General ambience / atmosphere / buzz	14%	31%	36%	16%	3%	**45%**	**20%**
General cleanliness and tidiness	14%	29%	30%	24%	3%	**43%**	**27%**
Major events	4%	8%	24%	46%	19%	**12%**	**64%**
Provision of facilities	13%	27%	29%	26%	6%	**40%**	**32%**
Public transport	10%	20%	31%	32%	6%	**30%**	**39%**
Quality of green spaces	10%	21%	28%	32%	8%	**31%**	**40%**
Walks and trails	4%	10%	39%	38%	9%	**15%**	**47%**
The city centre overall	15%	31%	29%	21%	4%	**46%**	**25%**

Just 25% of respondents rate the city centre overall as either good (21%) or very good (4%).

This compares to nearly half of respondents (46%) who rate the city centre overall as either poor (31%.) or very poor (15%)

Over half of respondents rate the following aspects of the city centre as good or very good:

- **City centre history and heritage experience (72%)**
- **Major events (64%)**
- **Architecture and buildings (58%)**

A high proportion also rate the following aspects of the city centre as good or very good:

- City centre cultural experience (47%)
- Walks and trails (47%)

Conversely, over half of respondents rate the following aspects of the city centre as poor or very poor:

- **City centre shopping experience (72%)**

A high proportion also rate the following aspects of the city centre as poor or very poor:

- General ambience / atmosphere / buzz (45%)
- Feelings of safety (44%)
- General cleanliness and tidiness (43%)
- Business / shop opening times (42%)
- Car parking (41%)

	Good Rating Total 2024	Good Rating Total 2025	Change
Architecture and buildings	60%	**58%**	No Sig Change
Business / shop opening times	36%	**26%**	▼
Car parking	34%	**30%**	No Sig Change
City centre cultural experience	56%	**47%**	▼
City centre dining experience	42%	**32%**	▼
City centre going out / clubbing experience	17%	**26%**	▲
City centre history and heritage experience	78%	**72%**	▼
City centre shopping experience	16%	**13%**	▼
Feelings of safety	35%	**26%**	▼
General ambience / atmosphere / buzz	22%	**20%**	No Sig Change
General cleanliness and tidiness	32%	**27%**	▼
Major events	61%	**64%**	No Sig Change
Provision of facilities	35%	**32%**	No Sig Change
Public transport	33%	**39%**	▲
Quality of green spaces	47%	**40%**	▼
Walks and trails	53%	**47%**	▼

Positively, over the last year there has been a significant increase in the proportion of respondents rating the following as good / very good:

- **City centre going out / clubbing experience (+ 9pp)**
- **Public transport (+ 6pp)**

However, over the same period there has also been a significant decrease in the proportion of respondents rating the following as good / very good:

- **Business / shop opening times (- 10pp)**
- **City centre dining experience (- 10pp)**
- **Feelings of safety (- 9pp)**
- **City centre cultural experience (- 9pp)**
- **Quality of green spaces (- 7pp)**
- **Walks and trails (- 6pp)**
- **City centre history and heritage experience (- 6pp)**
- **General tidiness and cleanliness (- 5pp)**
- **City centre shopping experience (- 3pp)**

Q. How would you rate the following facilities and entertainment on offer in the city centre?

	Very poor	Poor	Neither	Good	Very good	Poor Total	Good Total
St Stephens / Interchange	7%	17%	26%	42%	9%	24%	51%
New Town	16%	35%	30%	16%	3%	51%	19%
Old Town	5%	12%	22%	45%	16%	17%	61%
Marina / Pier / Humber Street	3%	4%	16%	53%	24%	7%	77%

The Marina / Pier / Humber Street is the highest rated area of the city centre.

77% of respondents rate this area as good / very good, compared to just 7% who rate it as poor / very poor.

A higher proportion of respondents rate both the Old Town and St Stephens / Interchange as good / very good, than as poor / very poor.

61% of respondents rate the Old Town as good / very good, compared to 17% who rate it as poor / very poor.

51% of respondents rate St Stephens / Interchange as good / very good, compared to 24% who rate it as poor / very poor.

However, a higher proportion of respondent's rate the New Town as poor / very poor, than as good / very good.

51% of respondents rate this area as poor / very poor, compared to 19% who rate it as good / very good.

Communicating With The Council

Q. On Sunday 7th September, the government sent an emergency alert test message to all mobile phones in the UK. Did you get the alert?

Yes	81%
No, don't know why	8%
Don't have a mobile phone	1%
No, was out of the country	3%
No, phone not turned on	4%
No, signal was not available	2%
Don't know	3%

81% of respondents received the government emergency alert test message.

- 8% did not receive the message and don't know why
- 9% did not receive the message but have a reason why they did not (e.g. don't have a phone, were out the country etc)
- 3% don't know if they got the message or not

Q. How would you prefer to be contacted by / receive information **from** the Council, and how would prefer to contact or send information **to** the Council?

	Receive info from Council	**Send info to Council**
SMS / Text	26%	22%
WhatsApp	10%	13%
HCC Mobile App	15%	22%
Email	62%	66%
Social media	19%	12%
Phone	4%	19%
Post	32%	15%
Not interested	6%	6%

94% of respondents want to be contacted by / receive information from the Council.

Nearly two thirds of respondents (62%) want to be contacted by / receive information from the Council by email.

This is followed by post (32%) and SMS / text (26%).

94% of respondents want to be able to send information to the Council.

Over two thirds of respondents (66%) want to be able to send information to the Council by email.

This is followed by SMS / text (22%), an HCC Mobile App (22%), and the phone (19%)

Note that respondents are significantly more likely to prefer to use post to receive information from the Council (as opposes to send information to the council), and significantly more likely to prefer to use the phone to send information to the Council (as opposed to receive information from the council).

Last year we asked you to tell us how you would prefer to receive information from the council, such as information about upcoming events, waste bin collection dates, or upcoming elections. We also asked you what you would like to receive information about. Based on your top answers, we now want to understand how you prefer to receive information about each of your top topics.

Q. How would you prefer to receive information on each of the following?

	Post	Email	Council Website	Local / Social media	Text	HCC Mobile App	Don't Want To Receive
Road works, traffic, travel	7%	41%	9%	19%	11%	7%	6%
Bin collection information	37%	37%	8%	3%	8%	6%	1%
What's on / events listings	12%	53%	9%	16%	4%	5%	1%
Your local area	15%	55%	9%	13%	4%	5%	<1%
Council tax and Council spending	25%	44%	14%	4%	3%	7%	2%

For each of the themes listed, the significant majority of respondents (>94%) wish to receive information in one of the ways listed.

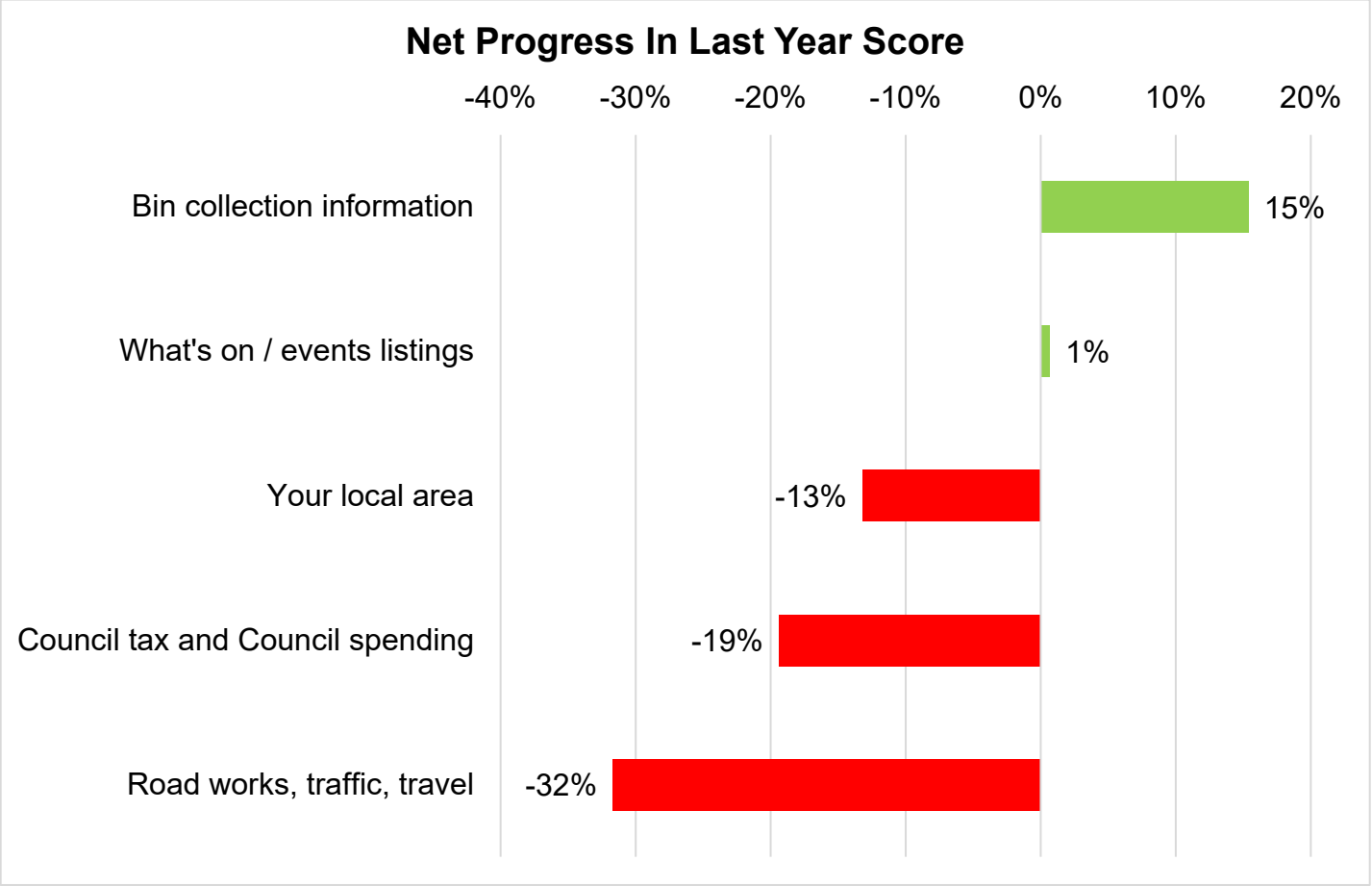
For each of the themes listed, the method preferred by respondents for receiving information is email.

- For road works / traffic / travel this is then followed by local media / social media.
- For bin collection information this is then followed by post.
- For what's on / events listings and your local area this is then followed by a mixture of local media / social media and post.
- For council tax / spending this is then followed by a mixture of post and the council website.

Q. And thinking about the information we send you, over the last year do you think it has got worse, stayed the same or got better?

	Got Worse	Stayed The Same	Got Better
Road works, traffic, travel	41%	50%	9%
Bin collection information	5%	75%	20%
What's on / events listings	13%	73%	14%
Your local area	21%	72%	8%
Council tax and Council spending	23%	73%	4%

The majority of respondents feel that the quality of the information received, under all five of the themes listed, has stayed the same over the last two years.



Significantly more respondents think that the information on bin collections has got <u>better</u> (20%) over the last year, than think it has got worse (5%).

However, significantly more respondents think that information on the following has got <u>worse</u> over the last year, than think they have got better:

- **Road works, traffic, travel (41% got worse vs 9% got better)**
- **Council tax and spending (23% got worse vs 4% got better)**
- **Your local area (21% got worse vs 8% got better)**

Telling Us What You Think

Q. Which of the following have you done in the last 12 months?

	2024	2025	Change
Completed a questionnaire (other than the People's Panel) from your local council	50%	**46%**	No Sig Change
Completed a questionnaire (other than the People's Panel) from another local public service (e.g. NHS, Police etc.)	43%	**35%**	▼
Attended a public meeting or event about local services	11%	**9%**	No Sig Change
Made a complaint about your council	11%	**10%**	No Sig Change
Made a complaint about other local services (e.g NHS, Police etc.)	7%	**8%**	No Sig Change
Signed a local petition	24%	**24%**	No Sig Change
Taken part in a regular group such as a patient or tenant group	7%	**6%**	No Sig Change
Given a compliment about your council	12%	**8%**	▼
Completed a feedback card for a local public service	14%	**17%**	No Sig Change
None of these	28%	**29%**	No Sig Change
Other	2%	**3%**	No Sig Change

Nearly three quarters of respondents (71%) have done one of the things listed in the last 12 months.

Nearly half of respondents (46%) have completed a questionnaire (other than the People's Panel) from the local council.

A third (35%) have completed a questionnaire (other than the People's Panel) from another local public service (e.g. NHS, Police etc.) and a quarter (24%) have signed a local petition.

Since this question was asked in the People's Panel one year ago there has been a significant decrease in both the proportion of respondents who have completed a questionnaire from a local public service other than the Council (- 8pp) and the proportion of respondents who have given a compliment about their council (- 4pp).

Q. Thinking about when you have completed a questionnaire, provided feedback, made a complaint, or given a compliment - how much do you agree that the following happened?

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Disagree Total	Agree Total
I was able to access the results	14%	26%	39%	17%	3%	40%	21%
I was given feedback about how the results were used	14%	30%	38%	16%	2%	44%	18%
I feel my views were taken into account	16%	18%	49%	15%	2%	34%	17%
I feel my views made a difference	18%	20%	47%	13%	2%	38%	15%

At least twice as many respondents disagree with each of these statements, as agree.

Most notably nearly half (44%) of respondents disagree that they were given feedback on how their contribution was used; compared to just 18% who agree.

Financial Stability Tracker

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

	Two Years Ago Sep 23	One Year Ago Sep 24	September 2025	Change from Sep 23	Change from Sep 24
Keeping up with bills / credit commitments without any difficulties	41%	44%	**39%**	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a struggle from time to time	35%	33%	**34%**	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a constant struggle	13%	15%	**15%**	No Sig Change	No Sig Change
Falling behind with some bills / credit commitments	4%	2%	**4%**	No Sig Change	▲
Having real financial problems, have fallen behind with many bills / credit commitments	3%	2%	**3%**	No Sig Change	No Sig Change
Don't have any bills / credit commitments	1%	1%	**2%**	No Sig Change	No Sig Change

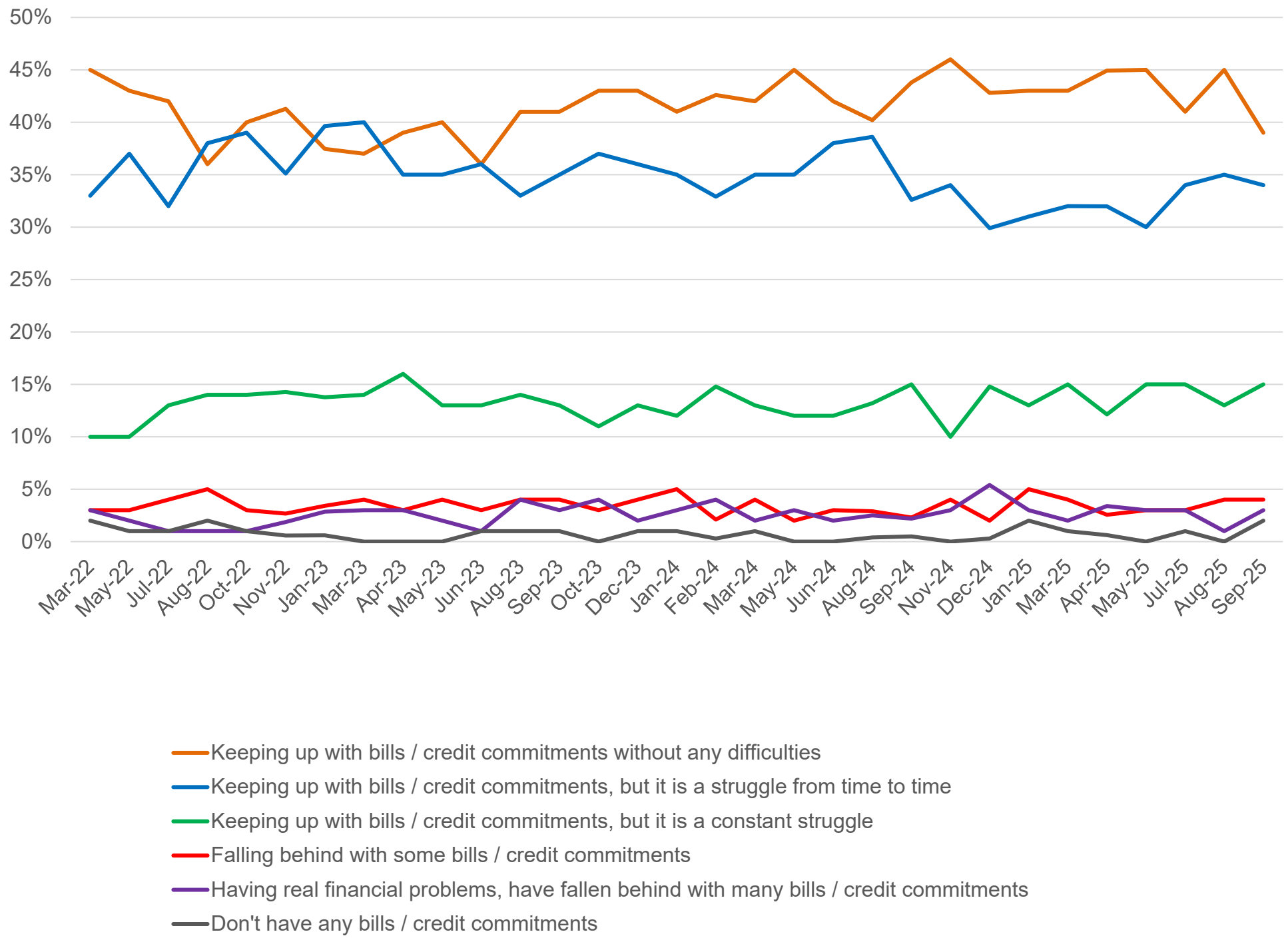
The majority of respondents (73%) are either keeping up without any difficulties (39%) or only struggling occasionally (34%).

22% find it a constant struggle to keep up (15%), are falling behind financially (4%) or are having real financial problems (3%).

2% of respondents state that they do not have any bills or credit commitments.

Compared to when this question was asked one year ago in the People's Panel there has been a small, but significant, increase (+ 2pp) in the proportion of respondents who are falling behind with some bills / credit commitments.

There has been no significant change compared to when the same question was asked two years ago in the People's Panel.


50%
45%
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35%
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Sep-25
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