



people's panel
making your voice count



People's Panel VOX POP December 2023 Analysis Report

Copyright © 2024 Hull City Council Insight Team (The People's Panel)

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law.

Where quotations or research results are used, other than in whole, the Customer Insight Team must be given the opportunity to check the usage for purposes of accuracy and reserve the right to provide edits accordingly.

For permission requests, contact the publisher, at the address below:

Insight Team
Economic Development and Regeneration
Hull City Council
The Guildhall
Alfred Gelder Street
Hull
HU1 2AA

Or by email panel@hullcc.gov.uk

Contents

		Page
1	Introduction and Methodology	2
2	Demographics and Weighting	3
3	Executive Summary	4
4	Happiness and Wellbeing	10
5	Artificial Intelligence	11
6	Voicing Personal Opinion and Cancel Culture	12
7	Changes in Society	16
8	Women and Sport	21
9	Qualities of a Leader	22
10	Financial Stability Tracker	23

Introduction and Methodology

Introduction

This survey was conducted between December 2023 and January 2024. Questions covered the following topics:

- Happiness and Wellbeing
- Artificial Intelligence
- Voicing Personal Opinion and Cancel Culture
- Changes in Society
- Women and Sport
- Qualities of a Leader
- 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 December 2023 and January 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	991	95.0%
Non-Member	52	5.0%
Total	1043	

Local Authority Residence	Count	%
Hull	915	87.7%
- West Area	182	17.4%
- North Area	416	39.9%
- East Area	310	29.7%
- Hull But Unknown Area	7	0.7%
East Riding	116	11.1%
Not Hull or East Riding	3	0.3%
No Postcode Provided	9	0.9%
Total	1043	

915 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 3.23% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.23 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 (915)		Hull Pop	Weighted Sample
Gender	Female (inc. MTF)	399	43.7%	50.3%	47.6%
	Male (inc. FTM)	510	55.9%	49.7%	51.7%
	Other / non-binary	4	0.4%	-	0.7%
LLTI (impairment or illness)	No	560	61.6%	76.7%	72.9%
	Yes	349	38.4%	23.3%	27.1%
Age group	16-34	30	3.4%	33.8%	17.2%
	35-44	70	7.8%	16.3%	21.0%
	45-54	146	16.3%	15.7%	19.9%
	55-64	242	27.1%	15.1%	18.7%
	65-74	290	32.5%	11.1%	13.7%
	75+	115	12.9%	8.2%	9.4%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	35	3.9%	15.0%	10.0%
	White British	868	96.1%	85.0%	90.0%

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

Average Score Analysis:

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

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

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

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

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

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

Executive Summary

Happiness and Wellbeing

Respondents are significantly more likely to rate different aspects of their health and wellbeing positively rather than negatively.

The only exception is feelings of stress / anxiety, where a similar proportion of respondents say they do feel stressed or anxious (31%) as say they do not feel stressed or anxious (37%).

Feelings of happiness were highest pre lockdown (65%) but fell significantly during lockdown (51%). After lockdown, happiness was increasing slowly, peaking in the last survey at 58%. However, the current proportion of respondents who feel happy (48%) is the lowest level since the tracker began and significantly below the figure recorded both in the last survey (58%) and a year ago (53%).

Current feelings of unhealthiness (28%) continue to be the highest recorded and are significantly higher than both pre-lockdown and lockdown levels (20%), and levels a year ago (23%).

Feelings of stress / anxiety peaked during lockdown (41%) but have decreased significantly since then to their current level (36%). However current feelings of stress / anxiety (36%) are significantly higher than a year ago (31%).

Feelings of loneliness peaked during lockdown (26%) but have decreased significantly. Current feelings of loneliness (18%) whilst significantly below pre-lockdown (23%) and lockdown (26%) levels, are not significantly different from the last survey (16%) or a year ago (21%)

Artificial Intelligence

The majority of respondents (59%) say they know “a bit” about Artificial Intelligence (AI).

This compares to 21% of respondents who say they know nothing (4%) or have only heard of (17%) Artificial Intelligence (AI), and 20% of respondents who say they know quite a lot (18%) or are an expert (2%) on Artificial Intelligence (AI).

Similarly, the majority of respondents (54%) say they know “a bit” about the issues surrounding Artificial Intelligence (AI).

This compares to 20% of respondents who say they know nothing (8%) or have only heard of (12%) the issues surrounding Artificial Intelligence (AI), and 27% of respondents who say they know quite a lot (26%) or are an expert (1%) on the issues surrounding Artificial Intelligence (AI).

When provided with a list of 17 modern day uses for AI technologies, almost all respondents (95%) have heard of at least one of the uses for AI technologies listed.

Respondents are most likely to heard of AI technologies being used for facial recognition to unlock a mobile phone (84%), driverless cars (78%), and for virtual assistant technologies / smart speakers such as Alexa (73%).

They are least likely to heard of AI technologies being used to assess eligibility for welfare benefits (16%), assess eligibility for a job (18%), and to determine the risk of repaying a loan (19%)

Respondents are significantly more likely to believe that responsibility for regulating the use of AI, and liability when it goes wrong, falls with governments over technology companies.

Significantly more respondents believe that responsibility for regulating the use of AI, and liability when it goes wrong falls with individual national governments (54%) over technology companies in each country (21%).

Similarly, significantly more respondents believe that responsibility for regulating the use of AI, and liability when it goes wrong falls with world governments together (54%) over technology companies worldwide (22%).

Voicing Personal Opinion and Cancel Culture

There is a clear distinction whereby respondents feel it is helpful if celebrities talk about / share their own expert insights or personal experiences, but do not feel it is helpful if they talk about / share their personal views on subjects outside of their expertise or experience.

Significantly more respondents find it helpful if celebrities talk about / share their experiences or views about:

- Things they are expert on / known for e.g., music, sport etc.
- Their mental health struggles
- Their physical health struggles
- Their personal experiences of things like grief, birth, being a parent etc.

Significantly more respondents find it not helpful if celebrities talk about / share their experiences or views about:

- Consumer products / product endorsements
- News and current affairs
- Politics / government policy
- World events such as war or natural disasters
- Supporting or opposing a particular group of people, e.g., trans people

The majority of respondents (42%) do not believe that is possible to continue to like / appreciate the art / work of a person once you find out they are not a nice person in their personal life.

This compares to 27% of respondents who do believe that is possible to continue to like / appreciate the art / work of a person once you find out they are not a nice person in their personal life.

20% of respondents believe you can sometimes continue to like / appreciate the art / work of a person once you find out they are not a nice person in their personal life. These individuals were asked under what circumstances it was or wasn't possible to continue to like / appreciate the individuals' art / work.

The most common responses were that it depends on the individual and what they have done / said (e.g., whether they have committed a crime, the severity of what they have done / said, whether it has been proven or is hearsay, and whether they have shown remorse / apologised etc).

Nearly two thirds of respondents (61%) have changed their opinion of a famous person because of something they said or did.

This compares to just 19% of respondents who have never changed their opinion of a famous person because of something they said or did.

Individuals who have changed their opinion of a famous person because of something they said or did were asked for more information. Most respondents described situations or named individuals that broadly fell into two distinct groups; famous people who have committed some kind of serious crime (e.g., domestic abuse, sexual offences, crimes against children etc.), and then famous people who are known for their strong personal opinions (which respondents disagree with or find offensive).

Approximately four fifths of respondents (81%) have heard of cancel culture.

Of those respondents who have specifically heard of cancel culture, 32% are very concerned about cancel culture, 41% of these are somewhat concerned about cancel culture and 27% are not at all concerned about cancel culture.

80% of respondents worry to some degree that some people are becoming increasingly afraid to talk about things they may perceive as controversial, like politics or religion, for example.

These respondents are split equally between those who worry a lot (40%) and those who worry sometimes (40%).

Only 20% of respondents do not worry at all that some people are becoming increasingly afraid to talk about things they may perceive as controversial.

Respondents are split equally between those who have made the decision to not engage in a conversation or share a particular viewpoint, including on social media, because they are concerned that it will affect their reputation (47%) and those who have never made this decision (53%).

The significant majority of respondents who have made the decision to not engage in a conversation or share a particular viewpoint, including on social media, because they are concerned that it will affect their reputation, have done so more than once (39%).

Individuals who have made this decision were asked for more detail about the things they have decided to not talk about or share. The most popular answer by a significant margin, was anything to do with politics. This was then followed by opinions / views relating to protected characteristics (most notably religion, followed by race / ethnicity, gender, trans issues, and sexual orientation), and opinions / views around asylum seekers / immigration / migration and major world conflicts.

Nearly two thirds of respondents (62%) believe that it is not right that someone can be cancelled because of something they said or did many years ago or when they were much younger.

This compares to just 10% of respondents who believe that is right that someone can be cancelled because of something they said or did many years ago or when they were much younger.

Changes in Society

When asked about 9 changes to society in recent decades, and whether these were changes for the better or worse, respondents are significantly more likely to believe that all of the things listed have changed society for the better rather than the worse, with the notable exception of acceptance that people should be able to change their sex on their birth certificate.

Respondents are most likely to believe that a larger proportion of women going to work (79%), and acceptance of same-sex relationships (76%) have changed society for the better.

They are least likely to believe that acceptance that people should be able to change their sex on their birth certificate (33%) and more emphasis on personal identity (35%) have changed society for the better.

When asked how much they disagree or agree with 13 statements about modern society, respondents are significantly more likely to agree / strongly agree with the majority of these statements rather than disagree / strongly disagree.

Respondents are most likely to agree / strongly agree that women should always have equal pay for doing the same job (92%) and that abortion is a woman's right to choose (86%).

The notable exceptions to this are significantly more respondents disagree / strongly disagree, rather than agree / strongly agree, that people over retirement age should not hold public office and that the voting age should be capped at retirement age.

Also, similar proportions of respondents disagree / strongly disagree that people from overseas who come to work should always be allowed into the country (33%) as agree / strongly agree (36%).

Compared to when this question was previously asked in February 2019, there have been a number of significant changes to the proportion of respondents who agree / strongly agree with each statement.

There has been a significant increase in the proportion of respondent who agree / strongly agree that:

- Same sex couples should have the right to adopt children (+8 percentage points)
- It is right that same sex couples are able to marry (+6 percentage points)
- People who have been sexually harassed in the past are right to stand up now, however long after (+4 percentage points)
- People over retirement age should not hold public office (+4 percentage points)
- The voting age should be capped at retirement age (+4 percentage points)

There has also been a significant decrease in the proportion of respondent who agree / strongly agree that:

- It is right that people can change their gender if they want to (-11 percentage points)
- Trans people should always be treated as the gender they identify as, rather than their biological sex / assigned gender (-11 percentage points)
- People from overseas who come to work should always be allowed into the country (-6 percentage points)
- Women should always have equal pay for doing the same job (-4 percentage points)

When thinking about the most desirable qualities in younger generations, respondents show a significant preference for self-reliance (62%) over obedience (12%), good manners (47%) over curiosity (29%) and doing what they think is right (38%) over following the rules (28%).

Nearly half of respondents (47%) believe that they and their immediate family are better off than their parents' generation when they were the same age.

This compares to a third of respondents (32%) who believe that they and their immediate family are worse off than their parents' generation when they were the same age.

The significant majority of respondents (59%) believe that their children / the next generation will be worse off than they are now when they are the same age.

This compares to just 16% of respondents who believe that their children / the next generation will be better off than they are now when they are the same age.

Women and Sport

In total, just under half (47%) of respondents watched at least some of the women's world cup football.

12% of respondents said they watched most of the women's world cup football. An additional third of respondents (31%) watched either just the England games (19%) or just the final (12%). And 53% of respondents said they were not interested in the women's world football cup / did not watch any of it.

Of the three quarters of respondents who expressed an opinion regarding the amount of coverage of women's sports compared to men's sports, over (53%) believe that there should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport.

Just over a fifth of respondents (22%) believe that the current balance is about right. A fifth of respondents (19%) believe that there should be an increase in coverage of women's sport, only if the coverage of men's sport is unaffected. And just 6% of respondents believe there should be less coverage of women's sport.

Nearly two thirds of respondents (64%) believe that women and men who are playing sport at the same level should be paid the same.

This compares to just 10% of respondents who do not believe that women and men who are playing sport at the same level should not be paid the same.

15% of respondents believe that women and men who are playing sport at the same level should sometimes be paid the same. These respondents were asked to explain their answer further with the majority of comments provided stating that it depends on the popularity of women's sport versus men's sport (e.g., viewership, attendance) and related factors such as attractiveness to sponsors and advertisers.

Qualities of a Leader

When thinking about what is important in a leader, respondents show a significant preference for:

- Honesty (58%) over strength (2%)
- Work ethic and attention to detail (50%) over charisma and personality (4%)
- The team around them (35%) over their own personal qualities (8%)
- Good character (27%) over experience (19%)

Financial Stability Checker

The majority of respondents (79%) are either keeping up without any difficulties (43%) or only struggling occasionally (36%).

19% either find it a constant struggle to keep up (13%), are falling behind financially (4%) or are having real financial problems (2%).

The proportion of respondents who are keeping up with bills / credit commitments without any difficulties (43%) remains at its highest level in 2023 for a second period. compared to when this question was first asked at the beginning of 2023, there has been a significant increase (+6 percentage points) in the proportion of respondents keeping up without any difficulties. However, the figure remains 2 percentage points lower than when the question was first asked in March 2022 (45%).

Compared to when this question was first asked in March 2022, there has been a significant increase (+ 3 percentage points) in the proportion of respondents keeping up with bills / credit commitments finding it a constant struggle (from 10% to 13%).

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	4%	18%	30%	39%	8%
Healthy	6%	22%	33%	32%	7%
Lonely	27%	32%	23%	14%	3%
Anxious / Stressed	11%	24%	29%	29%	7%
Worthwhile	4%	14%	33%	33%	15%
Optimistic	5%	20%	31%	34%	9%
Hopeful	4%	15%	37%	31%	12%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	One Year Ago Nov 2022	Last Panel Survey Oct 2023	Dec 2023
Happy	65%	51%	53%	58%	48%
Healthy	51%	50%	49%	45%	39%
Not Lonely	58%	50%	59%	58%	59%
Not Stressed / Anxious	36%	31%	37%	37%	35%
Worthwhile	56%	50%	54%	53%	48%
Optimistic	-	-	44%	45%	44%
Hopeful	-	-	42%	47%	43%

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	One Year Ago Nov 2022	Last Panel Survey Oct 2023	Dec 2023
Unhappy	14%	23%	19%	19%	23%
Unhealthy	20%	20%	23%	26%	28%
Lonely	23%	26%	21%	16%	18%
Stressed / Anxious	36%	41%	31%	31%	36%
Not worthwhile	14%	15%	16%	16%	18%
Pessimistic	-	-	23%	22%	25%
Not hopeful	-	-	21%	18%	20%

- Respondents are significantly more likely to feel positively rather than negatively.
- The only exception is feelings of stress / anxiety, where a similar proportion of respondents say they do feel stressed or anxious (36%) as say they do not feel stressed or anxious (35%).
- Feelings of happiness were highest pre lockdown (65%) but fell significantly during lockdown (51%). After lockdown, happiness was increasing slowly, peaking in the last survey at 58%. However, the current proportion of respondents who feel happy (48%) is the lowest level since the tracker began and significantly below the figure recorded both in the last survey (58%) and a year ago (53%).
- Current feelings of unhealthiness (28%) continue to be the highest recorded and are significantly higher than both pre-lockdown and lockdown levels (20%), and levels a year ago (23%).
- Feelings of stress / anxiety peaked during lockdown (41%) but have decreased significantly since then to their current level (36%). However current feelings of stress / anxiety (36%) are significantly higher than a year ago (31%).
- Feelings of loneliness peaked during lockdown (26%) but have decreased significantly. Current feelings of loneliness (18%) whilst significantly below pre-lockdown (23%) and lockdown (26%) levels, are not significantly different from the last survey (16%) or a year ago (21%)

Artificial Intelligence

Q. How much would say you know about...?

	1 – Nothing	2 – Heard of it	3 – A bit	4 – Quite a lot	5 = I’m an expert
Artificial Intelligence (AI)	4%	17%	59%	18%	2%
The issues surrounding AI	8%	12%	54%	26%	1%

- **The majority of respondents (59%) say they know “a bit” about Artificial Intelligence (AI).**

This compares to:

- 21% of respondents who say they know nothing (4%) or have only heard of (17%) Artificial Intelligence (AI).
- 20% of respondents who say they know quite a lot (18%) or are an expert (2%) on Artificial Intelligence (AI).
- **Similarly, the majority of respondents (54%) say they know “a bit” about the issues surrounding Artificial Intelligence (AI).**

This compares to:

- 20% of respondents who say they know nothing (8%) or have only heard of (12%) the issues surrounding Artificial Intelligence (AI).
- 27% of respondents who say they know quite a lot (26%) or are an expert (1%) on the issues surrounding Artificial Intelligence (AI).

Q. Before today, had you heard of the use of AI technologies for...?

Facial recognition to unlock a mobile phone	84%
Driverless cars	78%
Virtual assistant technologies / smart speakers such as Alexa	73%
Facial recognition for policing and surveillance	72%
Robotic vacuum cleaners and grass mowers	71%
Facial recognition at border control	71%
Creating new artwork, music literature etc.	61%
Creating new works by specific artists by replicating their voice, style etc	60%
Targeted advertisements online for consumer products	50%
Virtual assistants for healthcare for example, to assess symptoms online	46%
Determine risk of cancer from a scan	40%
Advanced models and simulations e.g., climate change, health research	40%
Targeted advertisements online for political parties	33%
Robotic care assistants e.g., detecting if someone has fallen at home	32%
Determine risk of repaying a loan	19%
Assess eligibility for a job	18%
Assess eligibility for welfare benefits	16%
None of these	5%

- **Almost all respondents (95%) have heard of at least one of the uses for AI technologies listed.**

Respondents are most likely to heard of AI technologies being used for:

- Facial recognition to unlock a mobile phone (84%)
- Driverless cars (78%)
- Virtual assistant technologies / smart speakers such as Alexa (73%)

Respondents are least likely to heard of AI technologies being used to:

- Assess eligibility for welfare benefits (16%)
- Assess eligibility for a job (18%)
- Determine the risk of repaying a loan (19%)

Q. Who should have the most responsibility for regulating the use of AI, and have the most liability when it goes wrong?

		Undecided		
Individual national governments	54%	25%	21%	Technology companies in each country
World governments together	54%	24%	22%	Technology companies worldwide

- **Respondents are significantly more likely to believe that responsibility for regulating the use of AI, and liability when it goes wrong, falls with governments over technology companies.**
- Significantly more respondents believe it is the responsibility of individual national governments (54%) over technology companies in each country (21%).
- Significantly more respondents believe it is the responsibility of world governments together (54%) over technology companies worldwide (22%).

Voicing Personal Opinion and Cancel Culture

Q. How helpful do you think it is if celebrities talk about / share their experiences or views about the following?

	1 - Not at all helpful	2	3	4	5 - Very helpful
Things they are expert on / known for (e.g., music, sport etc.)	7%	6%	22%	38%	28%
Their mental health struggles	15%	11%	23%	32%	19%
Their physical health struggles	14%	13%	27%	30%	16%
Their personal experiences of things like grief, birth, being a parent etc.	17%	14%	30%	26%	14%
Supporting or opposing a particular group of people, e.g., trans people	39%	15%	30%	12%	5%
World events such as war or natural disasters	36%	20%	28%	10%	6%
Politics / government policy	39%	20%	30%	7%	4%
News and current affairs	34%	23%	33%	7%	4%
Consumer products / product endorsements	47%	28%	18%	4%	2%

- **There is a clear distinction whereby respondents feel it is helpful if celebrities talk about / share their own expert insights or personal experiences, but do not feel it is helpful if they talk about / share their personal views on subjects outside of their expertise or experience.**

Significantly more respondents find it helpful if celebrities talk about / share their experiences or views about:

- Things they are expert on / known for e.g., music, sport etc. (66% helpful versus 13% not helpful)
- Their mental health struggles (51% helpful versus 26% not helpful)
- Their physical health struggles (46% helpful versus 27% not helpful)
- Their personal experiences of things like grief, birth, being a parent etc. (40% helpful versus 31% not helpful)

Significantly more respondents find it not helpful if celebrities talk about / share their experiences or views about:

- Consumer products / product endorsements (75% not helpful versus 6% helpful)
- News and current affairs (57% not helpful versus 11% helpful)
- Politics / government policy (59% not helpful versus 11% helpful)
- World events such as war or natural disasters (56% not helpful versus 16% helpful)
- Supporting or opposing a particular group of people, e.g., trans people (54% not helpful versus 17% helpful)

Q. If you like someone famous or you admire something someone has done (science, artist, writer etc.) but you find they are not a nice person in their personal life (e.g., controversial views etc.) can you still like them or appreciate their work? For example, play a Gary Glitter song, or watch the Cosby Show

Yes	27%
No	42%
Sometimes	20%
Don't Know	12%

- **The majority of respondents (42%) do not believe that is possible to continue to like / appreciate the art / work of a person once you find out they are not a nice person in their personal life.**
 - This compares to 27% of respondents who do believe that is possible to continue to like / appreciate the art / work of a person once you find out they are not a nice person in their personal life.
 - 20% of respondents believe you can sometimes continue to like / appreciate the art / work of a person once you find out they are not a nice person in their personal life.
 - These individuals were asked under what circumstances it was or wasn't possible to continue to like / appreciate the individuals' art / work.
 - The most common responses were that it depends on the individual and what they have done / said (e.g., whether they have committed a crime, the severity of what they have done / said, whether it has been proven or is hearsay, and whether they have shown remorse / apologised etc.)

Q. Have you ever changed your view of someone famous, because of something they said or did?

Yes	61%
No	19%
Don't Know	20%

- **Nearly two thirds of respondents (61%) have changed their opinion of a famous person because of something they said or did.**
 - This compares to just 19% of respondents who have never changed their opinion of a famous person because of something they said or did.
 - Individuals who have changed their opinion of a famous person because of something they said or did were asked for more information.
 - Most respondents did not name a specific individual but described situations whereby their views of an unnamed famous person have changed. These largely fell into two distinct groups; famous people who have committed some kind of serious crime (e.g., domestic abuse, sexual offences, crimes against children etc.), and then famous people who are known for their strong personal opinions (which respondents disagree with or find offensive).
 - Where specific names were included in respondents' comments, the most frequently mentioned names also reflect the above groups and include famous people who have committed some kind of serious crime (most notably Jimmy Saville, Rolf Harris, Gary Glitter and Ian Watkins of the Lost Prophets), and then famous people who are known for their strong personal opinions (most notably Gary Lineker, Carol Vorderman, JK Rowling and Laurence Fox).

Q. How concerned are you about cancel culture?

	All Respondents	Never Heard Removed
Not at all concerned	22%	27%
Somewhat concerned	33%	41%
Very concerned	26%	32%
Never heard of it	19%	-

- **Approximately four fifths of respondents (81%) have heard of cancel culture.**

Of those respondents who have specifically heard of cancel culture:

- 32% are very concerned about cancel culture
- 41% of these are somewhat concerned about cancel culture
- 27% are no at all concerned about cancel culture

Q. Does it worry you that some people are becoming increasingly afraid to talk about things they may perceive as controversial, like politics or religion, for example?

Yes, it worries me a lot	40%
Yes, it worries me sometimes	40%
No, I don't worry at all	20%

- **80% of respondents worry to some degree that some people are becoming increasingly afraid to talk about things they may perceive as controversial, like politics or religion, for example.**
- These respondents are split equally between those who worry a lot (40%) and those who worry sometimes (40%).
- Only 20% of respondents do not worry at all that some people are becoming increasingly afraid to talk about things they may perceive as controversial.

Q. Have you ever made the decision to not engage in a conversation or share a particular view point, including on social media, because you are concerned that it will affect your reputation?

Yes, more than once	39%
Yes, once	8%
Never	53%

- **Respondents are split equally between those who have made the decision to not engage in a conversation or share a particular viewpoint, including on social media, because they are concerned that it will affect their reputation (47%) and those who have never made this decision (53%).**
- The significant majority of respondents who have made the decision to not engage in a conversation or share a particular viewpoint, including on social media, because they are concerned that it will affect their reputation, have done so more than once (39%).
- Individuals who have made this decision were asked for more detail about the things they have decided to not talk about or share. The most popular answer by a significant margin, was anything to do with politics.
- This was then followed by opinions / views relating to protected characteristics; most notably religion, followed by race / ethnicity, gender, trans issues, and sexual orientation.
- Other commonly withheld views / opinions focus on asylum seekers / immigration / migration and major world conflicts.

Q. Do you think that it is right that someone can be cancelled because of something they said or did many years ago or when they were much younger?

Yes	10%
No	62%
Don't Know	28%

- **Nearly two thirds of respondents (62%) believe that it is not right that someone can be cancelled because of something they said or did many years ago or when they were much younger.**
 - This compares to just 10% of respondents who believe that is right that someone can be cancelled because of something they said or did many years ago or when they were much younger.

Changes in Society

Q. Below are some ways that society has changed over recent decades. In each case, please tell us whether you think this has changed society for the better, or for the worse?

	For the Worse	Neither Worse Nor Better	For The Better	Don't Know
Acceptance of same-sex relationships	7%	16%	72%	2%
A larger proportion of women going to work	5%	15%	79%	1%
More couples living together without getting married	8%	42%	48%	2%
Our society becoming more ethnically and religiously diverse	20%	18%	57%	4%
More emphasis on personal identity	20%	39%	32%	9%
Acceptance that people should be able to change their sex on their birth certificate	37%	22%	30%	10%
Unmarried couples having children	9%	43%	46%	2%
Women holding off having children until later in life	10%	46%	39%	5%
Greater access to abortion	10%	26%	60%	5%

Don't Know Responses Removed

	For the Worse	Neither Worse Nor Better	For The Better
A larger proportion of women going to work	5%	16%	79%
Acceptance of same-sex relationships	8%	17%	76%
Greater access to abortion	10%	27%	63%
Our society becoming more ethnically and religiously diverse	21%	19%	60%
More couples living together without getting married	9%	43%	49%
Unmarried couples having children	10%	44%	47%
Women holding off having children until later in life	10%	48%	42%
More emphasis on personal identity	22%	43%	35%
Acceptance that people should be able to change their sex on their birth certificate	41%	25%	33%

- Respondents are significantly more likely to believe that all of the things listed have changed society for the better rather than the worse, with the notable exception of acceptance that people should be able to change their sex on their birth certificate which more significantly more respondents believe has changed society for the worse rather than the better.

Respondents are most likely to believe that the following have changed society for the better:

- A larger proportion of women going to work (79%)
- Acceptance of same-sex relationships (76%)

Respondents are least likely to believe that the following have changed society for the better:

- Acceptance that people should be able to change their sex on their birth certificate (33%)
- More emphasis on personal identity (35%)

Q. How much do you agree with the following?

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
The national minimum wage should be the same for everyone regardless of age	3%	19%	16%	33%	29%
Abortion is a woman's right to choose	2%	4%	8%	35%	51%
It is right that people can change their gender if they want to	14%	11%	28%	29%	18%
Same sex couples should have the right to adopt children	5%	4%	15%	35%	40%
People who have been sexually harassed in the past are right to stand up now, however long after	2%	4%	16%	38%	39%
It is right that same sex couples are able to marry	4%	6%	12%	31%	47%
The voting age should be capped at retirement age	56%	22%	12%	7%	4%
Trans people should always be treated as the gender they identify as, rather than their biological sex / assigned gender	15%	14%	30%	22%	19%
Single people should be allowed to adopt children	5%	9%	20%	40%	26%
People from overseas who come to work should always be allowed into the country	14%	19%	31%	25%	11%
People over retirement age should not hold public office	21%	29%	23%	17%	10%
Women should always have equal pay for doing the same job	1%	1%	7%	27%	65%
Men should be prepared to give up their career and look after the children and home	2%	4%	28%	40%	26%

	Disagree /Strongly Disagree	Neither	Agree / Strongly Agree
Women should always have equal pay for doing the same job	2%	7%	92%
Abortion is a woman's right to choose	6%	8%	86%
It is right that same sex couples are able to marry	10%	12%	78%
People who have been sexually harassed in the past are right to stand up now, however long after	7%	16%	77%
Same sex couples should have the right to adopt children	10%	15%	75%
Single people should be allowed to adopt children	13%	20%	66%
Men should be prepared to give up their career and look after the children and home	6%	28%	66%
The national minimum wage should be the same for everyone regardless of age	21%	16%	63%
It is right that people can change their gender if they want to	24%	28%	48%
Trans people should always be treated as the gender they identify as, rather than their biological sex / assigned gender	29%	30%	41%
People from overseas who come to work should always be allowed into the country	33%	31%	36%
People over retirement age should not hold public office	50%	23%	26%
The voting age should be capped at retirement age	78%	12%	10%

- **Respondents are significantly more likely to agree / strongly agree with the majority of these statements rather than disagree / strongly disagree.**

Respondents are most likely to agree / strongly agree that:

- Women should always have equal pay for doing the same job (92%)
- Abortion is a woman's right to choose (86%)

Exceptions to this are as follows:

- Significantly more respondents disagree / strongly disagree, rather than agree / strongly agree, that:
 - people over retirement age should not hold public office
 - the voting age should be capped at retirement age
- Similar proportions of respondents disagree / strongly disagree that people from overseas who come to work should always be allowed into the country (33%) as agree / strongly agree (36%).

	Agree / Strongly Agree		
	December 2023	February 2019	Neither
Women should always have equal pay for doing the same job	92%	96%	▼
Abortion is a woman's right to choose	86%	86%	No Sig Change
It is right that same sex couples are able to marry	78%	72%	▲
People who have been sexually harassed in the past are right to stand up now, however long after	77%	73%	▲
Same sex couples should have the right to adopt children	75%	67%	▲
Single people should be allowed to adopt children	66%	62%	No Sig Change
Men should be prepared to give up their career and look after the children and home	66%	68%	No Sig Change
The national minimum wage should be the same for everyone regardless of age	63%	61%	No Sig Change
It is right that people can change their gender if they want to	48%	59%	▼
Trans people should always be treated as the gender they identify as, rather than their biological sex / assigned gender	41%	52%	▼
People from overseas who come to work should always be allowed into the country	36%	42%	▼
People over retirement age should not hold public office	26%	22%	▲
The voting age should be capped at retirement age	10%	6%	▲

Since February 2019 when this question was last asked:

- There has been a significant increase in the proportion of respondent who agree / strongly agree that:
 - Same sex couples should have the right to adopt children (+8 percentage points)
 - It is right that same sex couples are able to marry (+6 percentage points)
 - People who have been sexually harassed in the past are right to stand up now, however long after (+4 percentage points)
 - People over retirement age should not hold public office (+4 percentage points)
 - The voting age should be capped at retirement age (+4 percentage points)

- There has been a significant decrease in the proportion of respondent who agree / strongly agree that:
 - It is right that people can change their gender if they want to (-11 percentage points)
 - Trans people should always be treated as the gender they identify as, rather than their biological sex / assigned gender (-11 percentage points)
 - People from overseas who come to work should always be allowed into the country (-6 percentage points)
 - Women should always have equal pay for doing the same job (-4 percentage points)

Q. Some people think that younger generations do not share the same values as the generations before. Which of the following do you think are the most desirable qualities in younger generations?

		Undecided		
Respect for elders	34%	33%	33%	Independence
Curiosity	29%	24%	47%	Good manners
Self-reliance	62%	26%	12%	Obedience
Speaks their mind	33%	33%	34%	Politeness
Follows the rules	28%	34%	38%	Does what they think is right

- **When thinking about the most desirable qualities in younger generations, respondents show a significant preference for:**
 - **Self-reliance (62%) over obedience (12%)**
 - **Good manners (47%) over curiosity (29%)**
 - **Doing what they think is right (38%) over following the rules (28%)**

Q. Would you say you and your immediate family are 'worse off' or 'better off' than your parents' generation when they were your age?

Worse off	32%
About the same	21%
Better off	47%

- **Nearly half of respondents (47%) believe that they and their immediate family are better off than their parents' generation when they were the same age.**
 - This compares to a third of respondents (32%) who believe that they and their immediate family are worse off than their parents' generation when they were the same age.
 - A fifth of respondents (21%) believe that they and their immediate family have it about the same as their parents' generation when they were the same age.

Q. Do you think your children / the next generation will be 'worse off' or 'better off' than you are now when they are your age?

Worse off	59%
About the same	25%
Better off	16%

- **The significant majority of respondents (59%) believe that their children / the next generation will be worse off than they are now when they are the same age.**
 - This compares to just 16% of respondents who believe that their children / the next generation will be better off than they are now when they are the same age.
 - A quarter of respondents (25%) believe that they and their children / the next generation will have it about the same as they do now when they are the same age.

Women and Sport

Q. How much of the women's world football cup did you watch?

Most of it	12%
The England games	19%
Just the final	12%
Not interested / none it	53%
Other	4%

- **In total, just under half (47%) of respondents watched at least some of the women's world cup football.**
 - 12% of respondents said they watched most of the women's world cup football.
 - An additional third of respondents (31%) watched either just the England games (19%) or just the final (12%)
 - 53% of respondents said they were not interested in the women's world football cup / did not watch any of it.

Q. Which of the following is closest to your view?

	All Respondents	Don't Know Removed
There should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport	40%	53%
There should be an increase in coverage of women's sport, only if the coverage of men's sport is unaffected	14%	19%
The current balance is about right	17%	22%
There should be less coverage of women's sport	4%	6%
Don't know	24%	

- **Approximately three quarters of respondents (76%) have a specific opinion on the level of coverage of women's football.**

Of those who specifically expressed an opinion:

- Over half of respondents (53%) believe that there should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport
- Just over a fifth of respondents (22%) believe that the current balance is about right
- A fifth of respondents (19%) believe that there should be an increase in coverage of women's sport, only if the coverage of men's sport is unaffected
- And just 6% of respondents believe there should be less coverage of women's sport

Q. Should women and men who are playing sport at the same level (for example, for their country) be paid the same?

Yes	64%
No	10%
Don't Know	11%
Sometimes	15%

- **Nearly two thirds of respondents (64%) believe that women and men who are playing sport at the same level should be paid the same.**
 - This compares to just 10% of respondents who do not believe that women and men who are playing sport at the same level should not be paid the same
 - 15% of respondents believe that women and men who are playing sport at the same level should sometimes be paid the same. These respondents were asked to explain their answer further with the majority of comments provided stating that it depends on the popularity of women's sport versus men's sport (e.g. viewership, attendance) and related factors such as attractiveness to sponsors and advertisers.
 - 11% of respondents don't know whether women and men who are playing sport at the same level should be paid the same.

Qualities of a Leader

Q. What's more important in a leader?

		Undecided		
Good character	27%	55%	19%	Experience
Charisma and personality	4%	46%	50%	Work ethic and attention to detail
The team around them	35%	57%	8%	Own personal qualities
Honesty	58%	39%	2%	Strength

- **When thinking about what is important in a leader, respondents show a significant preference for:**
 - **Honesty (58%) over strength (2%)**
 - **Work ethic and attention to detail (50%) over charisma and personality (4%)**
 - **The team around them (35%) over their own personal qualities (8%)**
 - **Good character (27%) over experience (19%)**

Financial Stability Tracker

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

Keeping up with bills / credit commitments without any difficulties	43%
Keeping up with bills / credit commitments, but it is a struggle from time to time	36%
Keeping up with bills / credit commitments, but it is a constant struggle	13%
Falling behind with some bills / credit commitments	4%
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	2%

- **The majority of respondents (79%) are either keeping up without any difficulties (43%) or only struggling occasionally (36%).**
- **19% either find it a constant struggle to keep up (13%), are falling behind financially (4%) or are having real financial problems (2%).**

	Mar 2022	Jan 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Aug 2023	Sep 2023	Oct 2023	Dec 2023	Change from March 22
Keeping up with bills / credit commitments without any difficulties	45%	37%	37%	39%	40%	36%	41%	41%	43%	43%	- 2pp
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	40%	40%	35%	35%	36%	33%	35%	37%	36%	+ 3pp
Keeping up with bills / credit commitments, but it is a constant struggle	10%	14%	14%	16%	13%	13%	14%	13%	11%	13%	+ 3pp
Falling behind with some bills / credit commitments	3%	3%	4%	3%	4%	3%	4%	4%	3%	4%	+ 1pp
Having real financial problems, have fallen behind with many bills / credit commitments	3%	3%	3%	3%	2%	1%	4%	3%	4%	2%	- 1pp
Don't have any bills / credit commitments	2%	1%	0%	0%	0%	1%	1%	1%	<1%	1%	- 1pp

- The proportion of respondents who are keeping up with bills / credit commitments without any difficulties (43%) remains at its highest level in 2023 for a second period.
- Compared to when this question was first asked at the beginning of 2023, there has been a significant increase (+6 percentage points) in the proportion of respondents keeping up without any difficulties.
- However, the figure remains 2 percentage points lower than when the question was first asked in March 2022 (45%).
- Compared to when this question was first asked in March 2022, there has been a significant increase (+ 3 percentage points) in the proportion of respondents keeping up with bills / credit commitments finding it a constant struggle (from 10% to 13%).