

**Survey Results  
September 2013**

People’s Panel VOX POP  
February 2024  
Analysis Report

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Introduction and Methodology

**Introduction**

This survey was conducted between March 2024 and April 2024. Questions covered the following topics:

|  |
| --- |
| * Dangerous Digs * Attitudes Towards / Use of Technology * Health Campaigns * TV Viewing * Odds and Sods * Happiness and Wellbeing * Financial Stability Tracker |

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

**Methodology**

This survey was open to People’s Panel members, and non-members, across Hull and East Riding, over a six-week period March 2024 and April 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 | 1137 | 96.3 |
| Non-Member | 44 | 3.7% |
| **Total** | **1181** |  |

|  |  |  |
| --- | --- | --- |
| **Local Authority Residence** | **Count** | **%** |
| Hull | 1030 | 87.2% |
| * West Area | 192 | 16.3% |
| * North Area | 465 | 39.4% |
| * East Area | 367 | 31.1% |
| * Hull But Unknown Area | 6 | 0.5% |
| East Riding | 137 | 11.6% |
| Not Hull or East Riding | 3 | 0.3% |
| No Postcode Provided | 11 | 0.9% |
| **Total** | **1181** |  |

1,030 responses came from residents with a Hull postcode.

There are an estimated 215,050 residents of Hull aged 16 +.

**This means that any figures reported for Hull have a confidence interval of 3.05% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.05 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 (1030)** | | **Hull Pop** | **Weighted Sample** |
| Gender | Female (inc. MTF) | 485 | 47.3% | 50.2% | 49.6% |
| Male (inc. FTM) | 536 | 52.2% | 49.8% | 49.4% |
| Other / non-binary | 5 | - | - | 1.0% |
| LLTI (impairment or illness) | No | 644 | 62.9% | 76.7% | 73.8% |
| Yes | 380 | 37.1% | 23.3% | 26.2% |
| Age group | 16-34 | 46 | 4.6% | 33.7% | 21.9% |
| 35-44 | 86 | 8.6% | 16.7% | 20.9% |
| 45-54 | 146 | 14.6% | 15.1% | 18.2% |
| 55-64 | 255 | 25.5% | 15.0% | 17.2% |
| 65-74 | 327 | 32.7% | 10.9% | 12.7% |
| 75+ | 140 | 14.0% | 8.5% | 9.2% |
| Ethnic group | BAME (Black, Asian and Minority Ethnicities inc. White Other) | 40 | 3.9% | 15.0% | 10.6% |
| White British | 978 | 96.1% | 85.0% | 89.4% |

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

Executive Summary

**Dangerous Dogs**

**Over half of respondents (57%) either currently have a dog (30%) or have had a dog in the past (27%).**

The remaining 43% of respondents have never had a dog.

**Over a third of respondents (39%) say that they have been previously bitten or attacked by a dog.**

The remaining 61% of respondents have never been bitten or attacked by a dog.

**The significant majority of respondents (87%) rate their level of nervousness around dogs they know as low.**

**A significantly lower proportion of respondents (48%) rate their level of nervousness around dogs they don’t know as low.**

Unsurprisingly, respondents who have never had a dog are significantly more likely to be nervous around all dogs compared to respondents who currently have a dog or have had one in the past.

Similarly, respondents who have been bitten or attacked by a dog are significantly more likely to be nervous around all dogs compared to respondents who have never been bitten or attacked by a dog.

**Over three quarters of respondent (77%) agree or strongly agree that more controls over who can own a dog is more effective than banning specific dog breeds.**

**That said, over half of respondents also agree or strongly agree that some dog breeds are aggressive and should be banned (57%) and that banning some dog breeds makes the public safer (56%).**

A high proportion of respondents (47%) also agree or strongly agree that all dogs should be neutered / spayed unless they are being kept for breeding.

However, only 19% of respondents agree or strongly agree that all dogs should be muzzled in public.

There are significant differences between the views of respondents who currently have a dog, or have had one in the past, and those who have never had a dog; particularly around whether some breeds are aggressive and should be banned, whether banning dog breeds makes the public safer, and whether dogs should be muzzled in public.

Respondents who have been bitten or attacked by a dog are also significantly more likely than average to agree that all dogs should be muzzled in public

**Respondents clearly believe that the most responsibility for ensuring dogs are safe, and that members of the public, pets and farm animals are safe from dogs, lies with owners.**

Significantly more respondent’s place responsibility with owners than with breeders (84% vs 6%), the police (82% vs 7%), and the government (79% vs 10%).

According to respondents, the ordered list of who should take the most responsibility for ensuring that dogs are safe, and that members of the public, pets and farm animals are safe from dogs, is:

1. Owners
2. Breeders
3. The government
4. Police

**Attitudes Towards / Use of Technology**

**Over half of respondents (58%) believe that owning a smart phone has a very negative (16%) or negative (42%) impact on a child / young person growing up.**

This compares to just 11% of respondents who believe that it has a very positive (1%) or positive (10%) impact.

Around a third of respondents (31%) believe that owning a smart phone neither a negative nor positive impact on a child / young person growing up.

**Respondents are largely split between those who believe that a primary school age child should not be able to own a mobile phone at all (53%) and those who believe that they should only be able to own a non-internet enabled mobile phone (43%).**

**Respondents are also split between those who believe that a secondary school age child should be able to own a smartphone (51%) and those who believe that they should only be able to own a non-internet enabled mobile phone (45%).**

**Finally, the significant majority of respondents believe that a sixth-form college age child should be able to own a smartphone (96%).**

**If all their emails, text messages and private social media messages were to be published, over half of respondents (57%) state that their level of embarrassment would be low.**

This compares to around a quarter of respondents (23%) who state that their level of embarrassment would be high.

**Nearly three quarters of respondents (71%) have used a wall or desk calendar in the last month.**

Around half of respondents have also done at least one of the following things in the last year (including in the last month):

* Used a DVD player (50%)
* Used a printed map (49%)
* Used a CD player (48%)

For the majority of respondents it has been over three years since they did any of the following:

* Used a hard copy telephone directory (65%)
* Used a typewriter (69%)
* Made a phone call on a rotary phone (73%)
* Used a cassette player (75%)
* Taken photos on a non-disposable camera that used film (78%)
* Used a telephone box to make a phone call (83%)

**Health Campaigns**

**17% of respondents have participated in one of the four annual health campaigns listed in the survey. The majority of these (12%) have taken part in Dry January.**

Participation amongst respondents in the remaining annual health campaigns is low (<3%).

**40% of respondents (57%) rate the effectiveness of these kind of annual health campaigns in encouraging people to change their behaviours as low.**

This compares to 20% of respondents who rate the effectiveness of these kind of annual health campaigns as high.

Respondents who have taken part in these kind of annual health campaigns are significantly more likely to think they are effective in encouraging people to change their behaviours, than those respondents who have not previously taken part.

**TV Viewing**

**Respondents are mostly split between those who only stream online / catch up / on demand / record (43%) and those who mix doing this this with watching live TV (40%).**

Only 13% of respondents still only watch live TV and 4% of respondents don’t watch TV shows at all.

**Nearly a quarter of respondents (24%) do not know how long after a programme has been broadcast that they consider it no longer a spoiler to discuss the ending**.

Of the remaining 76% of respondents; the majority (47%) are split broadly equally between a couple of days (15%), a week (17%) and a couple of weeks (15%).

**Odds and Sods**

**Only 7% of respondents have given up anything for Lent.**

The most popular things that people have given up for Lent are chocolate and alcohol.

**Over half of respondents (54%) believe that Rule Britania should continue to be played at the last night of the Proms.**

This compares to under a fifth of respondents (19%) who believe that it should not continue to be played at the last night of the Proms.

Over a quarter of respondents (28%) don’t know whether Rule Britania should continue to be played at the last night of the Proms or not.

Support for continuing to play Rule Britannia tends to focus on the fact it is tradition, and that it is part of British history / culture / heritage. Conversely, opposition to continuing to play Rule Britannia tends to focus on the song’s links to imperialism, Empire, colonialism, and slavery.

**Nearly half of respondents (48%) say they find it very difficult (11%) or difficult (37%) saying no to family or friends who ask them for a favour they really don’t want to do.**

This compares to 21% of respondents who say they find it very easy (4%) or easy (17%).

A third of respondents (31%) find it neither difficult nor easy saying no to family or friends who ask them for a favour they really don’t want to **do.**

**Happiness and Wellbeing**

**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 (37%) as say they do not feel stressed or anxious (33%).**

Feelings of happiness were highest pre lockdown (65%) but fell significantly during lockdown (51%). Current feelings of happiness (52%) remain at this lock down level and are not significantly different to both two years (55%) and one year ago (50%).

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 both two years (21%) and one year ago (25%).

Feelings of stress / anxiety peaked during lockdown (41%). However current feelings of stress / anxiety (37%) are not significantly different from pre-lockdown levels (36%), and levels both two years (35%) and one year ago (36%).

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 two years (19%) and one year ago (21%).

**Financial Stability Checker**

**The majority of respondents (76%) are either keeping up without any difficulties (43%) or only struggling occasionally (33%).**

21% either find it a constant struggle to keep up (15%), are falling behind financially (2%) or are having real financial problems (4%).

The proportion of respondents who are keeping up with bills / credit commitments without any difficulties (43%) remains at its highest level other than when this first question was asked in March 2022.

Compared to when this question was asked one year ago (March 2023), there has been a significant increase (+ 6 percentage points) in the proportion of respondents keeping up without any difficulties and a significant decrease in the proportion of respondents struggling from time to time (- 7 percentage points).

However, compared to when this question was first asked in March 2022, there remains a significant increase (+ 5 percentage points) in the proportion of respondents keeping up with bills / credit commitments but finding it a constant struggle (from 10% to 15%).

This suggest that over the last year the “better off” have seen a move back towards “normal”, while those who are more financially pressed continue to struggle.

Dangerous Dogs

Q. Do you now, or have you ever, owned a dog?

|  |  |
| --- | --- |
| Yes, I currently have a dog | 30% |
| Yes, I used to have a dog | 27% |
| No, I have never had a dog | 43% |

* Over half of respondents (57%) either currently have a dog (30%) or have had a dog in the past (27%).
* The remaining 43% of respondents have never had a dog.

Q. Have you ever been bitten or attacked by a dog?

|  |  |
| --- | --- |
| Yes | 39% |
| No | 61% |

* Over a third of respondents (39%) say that they have been previously bitten or attacked by a dog.
* The remaining 61% of respondents have never been bitten or attacked by a dog.

Q. How nervous would you say that you are around dogs?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **1 Not at All Nervous** | **2** | **3** | **4** | **5 – Very Nervous** | **Average Score**  **1 to 5** |
| Dogs you know | 73% | 14% | 8% | 3% | 2% | **1.46** |
| Dogs you don’t know | 19% | 29% | 25% | 15% | 12% | **2.72** |

* The significant majority of respondents (87%) rate their level of nervousness around dogs they know as low (1 or 2).
* This compares to just 5% of respondents who rate their level of nervousness around dogs they know as high (4 or 5).
* A significantly lower proportion of respondents (48%) rate their level of nervousness around dogs they don’t know as low (1 or 2).
* This compares to 27% of respondents who rate their level of nervousness around dogs they don’t know as high (4 or 5).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Overall Score**  **1 to 5** | **Dog Owners (Now and Past)** | **Non-Dog Owners** | **Those Bitten / Attacked by Dog** | **Those Never Bitten / Attacked by Dog** |
| Dogs you know | **1.46** | 1.17 | 1.84 | 1.60 | 1.37 |
| Dogs you don’t know | **2.72** | 2.42 | 3.10 | 2.93 | 2.58 |

Unsurprisingly:

* Respondents who currently have a dog, or have had one in the past, are significantly less likely to be nervous around both dogs they do know and dogs they don’t know.
* Conversely, respondents who have never had a dog are significantly more likely to be nervous around both dogs they do know and dogs they don’t know.

Similarly:

* Respondents who have never been bitten or attacked by a dog are significantly less likely to be nervous around both dogs they do know and dogs they don’t know.
* Conversely, respondents who have been bitten or attacked by a dog are significantly more likely to be nervous around both dogs they do know and dogs they don’t know.

Also unsurprisingly:

* The largest difference in levels of nervousness between dogs they do know, and dogs they don’t know, occurs amongst respondents who have been previously bitten or attacked by a dog.

Q. How much do you agree with the following about the banning of some dog breeds?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree**  **-2** | **Disagree**  **-1** | **Neither**  **0** | **Agree**  **+1** | **Strongly Agree**  **+2** | **Average Score**  **-2 to +2** |
| Some breeds are aggressive and should be banned | 8% | 17% | 18% | 27% | 30% | **+0.56** |
| Banning some dog breeds makes the public safer | 8% | 19% | 19% | 30% | 26% | **+0.50** |
| More controls over who can own a dog is more effective than banning | 4% | 6% | 14% | 30% | 47% | **+1.11** |
| All dogs should be neutered / spayed unless being kept for breeding | 8% | 16% | 29% | 26% | 21% | **+0.37** |
| All dogs should be muzzled in public | 25% | 35% | 22% | 11% | 8% | **-0.57** |

* Over three quarters of respondent (77%) agree or strongly agree that more controls over who can own a dog is more effective than banning specific dog breeds (compared to just 10% who disagree or strongly disagree).
* That said, over half of respondents also agree or strongly agree that some dog breeds are aggressive and should be banned (57%) and that banning some dog breeds makes the public safer (56%). This compares to 25% and 27% of respondents respectively who disagree or strongly disagree with these statements.
* A high proportion of respondents (47%) also agree or strongly agree that all dogs should be neutered / spayed unless they are being kept for breeding (compared to 24% who disagree or strongly disagree).
* However, only 19% of respondents agree or strongly agree that all dogs should be muzzled in public. This compares to 60% of respondents who disagree or strongly disagree with this statement.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Overall Score**  **-2 to +2** | **Dog Owners** | **Non-Dog Owners** | **Those Bitten / Attacked by Dog** | **Those Never Bitten / Attacked by Dog** |
| Some breeds are aggressive and should be banned | **+0.56** | +0.35 | +0.83 | +0.65 | +0.49 |
| Banning some dog breeds makes the public safer | **+0.50** | +0.33 | +0.73 | +0.59 | +0.44 |
| More controls over who can own a dog is more effective than banning | **+1.11** | +1.17 | +1.02 | +1.05 | +1.14 |
| All dogs should neutered / spayed unless being kept for breeding | **+0.37** | +0.32 | +0.45 | +0.34 | +0.39 |
| All dogs should be muzzled in public | **-0.57** | -0.86 | -0.18 | -0.37 | -0.69 |

Respondents who currently have a dog, or have had one in the past, are:

* Significantly less likely than average to agree that some breeds are aggressive and should be banned
* Significantly less likely than average to agree that banning some dog breeds makes the public safer
* Significantly more likely than average to disagree that all dogs should be muzzled in public

Conversely, respondents who have never had a dog are:

* Significantly more likely than average to agree that some breeds are aggressive and should be banned
* Significantly more likely than average to agree that banning some dog breeds makes the public safer
* Significantly less likely than average to disagree that all dogs should be muzzled in public

Additionally:

* Respondents who have been bitten or attacked by a dog are significantly less likely than average to disagree that all dogs should be muzzled in public

Q. Who should take the most responsibility for ensuring that dogs are safe, and that members of the public, pets and farm animals are safe from dogs?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | **Undecided** |  | |
| Owners | 84% | 10% | 6% | Breeders |
| The government | 10% | 12% | 79% | Owners |
| Police | 7% | 11% | 82% | Owners |
| Breeders | 52% | 23% | 25% | The government |
| Police | 27% | 38% | 36% | The government |
| Breeders | 53% | 27% | 20% | Police |

* Respondents clearly believe that the most responsibility for ensuring dogs are safe, and that members of the public, pets and farm animals are safe from dogs, lies with owners.
* Significantly more respondent’s place responsibility with owners than with breeders (84% vs 6%), the police (82% vs 7%), and the government (79% vs 10%).
* Respondents then believe that the next highest level of responsibility lies with breeders.
* Significantly more respondent’s place responsibility with breeders than with the police (53% vs 20%) and the government (52% vs 25%).
* Finally, respondents tend to place more responsibility for ensuring dogs are safe, and that members of the public, pets and farm animals are safe from dogs, on the government (36%) than with the police (27%); although this different is less significant and there are a notable proportion of respondents who are undecided between these two (38%)
* Thus, the ordered list of who should take the most responsibility for ensuring that dogs are safe, and that members of the public, pets and farm animals are safe from dogs, is:

1. Owners
2. Breeders
3. The government
4. Police

Attitudes Towards / Use of Technology

Q. Do you think that owning a smartphone (mobile phone that connects to the internet) has a negative or positive impact on a child / young person growing up?

|  |  |
| --- | --- |
| Very negative | 16% |
| Negative | 42% |
| Neither | 31% |
| Positive | 10% |
| Very positive | 1% |

* Over half of respondents (58%) believe that owning a smart phone has a very negative (16%) or negative (42%) impact on a child / young person growing up.
* This compares to just 11% of respondents who believe that it has a very positive (1%) or positive (10%) impact.
* Around a third of respondents (31%) believe that owning a smart phone neither a negative nor positive impact on a child / young person growing up.

Q. When should a young person be able to own a mobile non-internet enabled phone or a smartphone?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Non-internet enabled mobile phone** | **Smartphone** | **Neither** |
| Primary school | 43% | 5% | 53% |
| Secondary school | 45% | 51% | 4% |
| Sixth-form college | 3% | 96% | 1% |

* Respondents are largely split between those who believe that a primary school age child should not be able to own a mobile phone at all (53%) and those who believe that they should only be able to own a non-internet enabled mobile phone (43%).
* Just 5% of respondents believe that a primary school age child should be able to own a smartphone.
* Respondents are then split between those who believe that a secondary school age child should be able to own a smartphone (51%) and those who believe that they should only be able to own a non-internet enabled mobile phone (45%).
* Just 4% of respondents believe that a secondary school age child should not be able to own a mobile phone at all.
* Finally, the significant majority of respondents believe that a sixth-form college age child should be able to own a smartphone (96%).
* Just 3% of respondents believe that a sixth-form college age child should only be able to own a non-internet enabled mobile phone and 1% believe that they should not be able to own a mobile phone at all.

Q. If all your emails, text messages and private social media messages were to be published, how embarrassed, if at all, would you feel?

|  |  |
| --- | --- |
| 1 – Not at all embarrassed | 39% |
| 2 | 18% |
| 3 | 18% |
| 4 | 10% |
| 5 – Very embarrassed | 13% |
| I don't have email, text messages or private social media messages | 1% |

* If all their emails, text messages and private social media messages were to be published, over half of respondents (57%) state that their level of embarrassment would be low (1 or 2).
* This compares to around a quarter of respondents (23%) who state that their level of embarrassment would be high (4 or 5).
* Just 1% of respondents say that they do not have any emails, text messages and / or private social media messages.

Q. When did you last, if ever, do or use any of the following?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **In the last month** | **In the last year** | **In the last 3 years** | **Longer ago** | **Never** |
| Used a wall or desk calendar | 71% | 8% | 6% | 13% | 3% |
| Used a DVD player | 29% | 22% | 18% | 30% | 2% |
| Used a CD player | 29% | 19% | 17% | 33% | 1% |
| Used a printed map | 25% | 24% | 17% | 29% | 5% |
| Used a printed dictionary or encyclopaedia | 17% | 22% | 17% | 43% | 2% |
| Sent a handwritten letter in the post | 17% | 19% | 14% | 46% | 4% |
| Used a vinyl-playing record player | 17% | 11% | 11% | 46% | 16% |
| Used a hard copy telephone directory | 7% | 11% | 10% | 65% | 8% |
| Used a cassette player | 4% | 6% | 7% | 75% | 8% |
| Taken photos on a non-disposable camera that used film | 3% | 5% | 8% | 78% | 8% |
| Used a telephone box to make a phone call | <1% | 1% | 2% | 69% | 29% |
| Made a phone call on a rotary phone | 4% | 2% | 2% | 73% | 18% |
| Used a typewriter | <1% | 2% | 6% | 83% | 9% |

* Nearly three quarters of respondents (71%) have used a wall or desk calendar in the last month.
* Around half of respondents have also done at least one of the following things in the last year (including in the last month):
  + Used a DVD player (50%)
  + Used a printed map (49%)
  + Used a CD player (48%)
* And around half of respondents have done at least one of the following things in the last three years (including in the last year and the last month):
  + Used a printed dictionary or encyclopaedia (56%)
  + Sent a handwritten letter in the post (50%)
  + Used a vinyl-playing record player (39%)
* For the majority of respondents it has been over three years since they did any of the following:
  + Used a hard copy telephone directory (65%)
  + Used a typewriter (69%)
  + Made a phone call on a rotary phone (73%)
  + Used a cassette player (75%)
  + Taken photos on a non-disposable camera that used film (78%)
  + Used a telephone box to make a phone call (83%)
* Notably, over a quarter of respondents (29%) have never used a typewriter, and nearly a fifth (18%) have never made a phone call on a rotary phone.

Health Campaigns

Q. Have you ever participated in any of these annual health campaigns?

|  |  |
| --- | --- |
| Stoptober | 3% |
| Sober October | 3% |
| Dry January | 12% |
| No Smoking Day | 2% |
| None of these | 83% |
| Other | 2% |

* 17% of respondents have participated in one of the annual health campaigns listed.
* The majority of these (12%) have taken part in Dry January.
* Participation amongst respondents in the remaining annual health campaigns is low (<3%).

Q. How effective do you think these kind of annual health campaigns are in encouraging people to change their behaviours?

|  |  |
| --- | --- |
| 1 – Not at all effective | 20% |
| 2 | 20% |
| 3 | 40% |
| 4 | 14% |
| 5 – Very effective | 6% |
| **Average Score 1 - 5** | **2.66** |

* 40% of respondents rate the effectiveness of these kind of annual health campaigns in encouraging people to change their behaviours as low (1 or 2).
* This compares to 20% of respondents who rate the effectiveness of these kind of annual health campaigns as high (4 or 5).

|  |  |  |
| --- | --- | --- |
| **Overall Score**  **1 to 5** | **Thos who HAVE taken part previously** | **Those who HAVE NOT taken part previously** |
| **2.66** | 3.03 | 2.57 |

* Note that respondents who have taken part in these kind of annual health campaigns are significantly more likely to think they are effective in encouraging people to change their behaviours, than those respondents who have not previously taken part.

TV Viewing

Q. How do you mainly watch TV shows?

|  |  |
| --- | --- |
| Stream online / catch-up / on-demand / record | 43% |
| On live TV | 13% |
| A mixture of these | 40% |
| Don't watch TV shows | 4% |

* Respondents are mostly split between those who only stream online / catch up / on demand / record (43%) and those who mix doing this this with watching live TV (40%).
* Only 13% of respondents still only watch live TV.
* 4% of respondents don’t watch TV shows at all.

Q. How long after a programme has been broadcast do you consider it no longer a spoiler to discuss the ending?

|  |  |
| --- | --- |
| As soon as it has broadcast | 8% |
| 1 day | 4% |
| Couple of days | 15% |
| A week | 17% |
| A couple of weeks | 15% |
| A month | 6% |
| More than a month | 12% |
| Don’t know | 24% |

* Nearly a quarter of respondents (24%) do not know how long after a programme has been broadcast that they consider it no longer a spoiler to discuss the ending.
* Of the remaining 76% of respondents; the majority (47%) are split broadly equally between a couple of days (15%), a week (17%) and a couple of weeks (15%).

Odds and Sods

Q. Have you given anything up for Lent?

|  |  |
| --- | --- |
| Yes | 7% |
| No | 93% |

* Only 7% of respondents have given up anything for Lent.
* The significant majority (93%) of respondents have not given up anything for Lent.
* Respondents who said that they have given something up for Lent were asked what they had given up. 84 respondents provided further detail, with the top answers as follows:
  + Chocolate (36%)
  + Alcohol (14%)
  + Sweets (8%)
  + Meat (6%)
  + Biscuits (5%)
  + Smoking / Vaping (5%)

Q. Do you think Rule Britannia should or should not continue to be played at the last night of the Proms?

|  |  |
| --- | --- |
| Should be | 54% |
| Should not be | 19% |
| Don’t know | 28% |

* Over half of respondents (54%) believe that Rule Britania should continue to be played at the last night of the Proms.
* This compares to under a fifth of respondents (19%) who believe that it should not continue to be played at the last night of the Proms.
* Over a quarter of respondents (28%) don’t know whether Rule Britania should continue to be played at the last night of the Proms or not.
* Respondents were asked to explain why they did or did not think Rule Britania should continue to be played at the last night of the Proms.
* 607 respondents commented in support of continuing to play Rule Britannia with the vast majority of these noting that it is tradition, and that it is part of British history / culture / heritage. A notable number of comments mention that changing the song would be pandering to wokeism, and that we should learn from history and not attempt to erase it.
* 161 respondents commented in opposition of continuing to play Rule Britannia with the vast majority of these noting the songs links to imperialism, Empire, colonialism, and slavery. Many respondents point out the availability of alternative, less jingoistic, songs that do not offend specific groups and which do not paint a picture of an outdated, romanticised Britian.

Q. How easy would you say you find saying no to family or friends who ask a favour of you, that you really don't want to do?

|  |  |
| --- | --- |
| Very difficult | 11% |
| Difficult | 37% |
| Neither | 31% |
| Easy | 17% |
| Very easy | 4% |

* Nearly half of respondents (48%) say they find it very difficult (11%) or difficult (37%) saying no to family or friends who ask them for a favour they really don’t want to do.
* This compares to 21% of respondents who say they find it very easy (4%) or easy (17%).
* A third of respondents (31%) find it neither difficult nor easy saying no to family or friends who ask them for a favour they really don’t want to do.

Happiness and Wellbeing

Q. How are you feeling?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1 Not at All** | **2** | **3** | **4** | **5 - Very** |
| Happy | 4% | 17% | 27% | 40% | 12% |
| Healthy | 5% | 24% | 32% | 33% | 7% |
| Lonely | 35% | 25% | 21% | 15% | 3% |
| Anxious / Stressed | 12% | 21% | 30% | 25% | 12% |
| Worthwhile | 4% | 14% | 32% | 31% | 19% |
| Optimistic | 7% | 20% | 32% | 29% | 12% |
| Hopeful | 6% | 17% | 32% | 32% | 13% |

Focus on positive feelings:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Pre-Lockdown**  Jan 2020 | **Lockdown**  Apr 2020 | **Two Year Ago**  Mar 2022 | **One Year Ago**  Mar 2023 | **Feb 2024** |
| Happy | 65% | 51% | 55% | 50% | **52%** |
| Healthy | 51% | 50% | 45% | 44% | **39%** |
| Not Lonely | 58% | 50% | 55% | 54% | **61%** |
| Not Stressed / Anxious | 36% | 31% | 31% | 33% | **33%** |
| Worthwhile | 56% | 50% | 46% | 51% | **50%** |
| Optimistic | - | - | 39% | 41% | **41%** |
| Hopeful | - | - | 44% | 44% | **45%** |

Focus on negative feelings:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Pre-Lockdown**  Jan 2020 | **Lockdown**  Apr 2020 | **Two Year Ago**  Mar 2022 | **One Year Ago**  Mar 2023 | **Feb 2024** |
| Unhappy | 14% | 23% | 23% | 21% | **21%** |
| Unhealthy | 20% | 20% | 21% | 25% | **29%** |
| Lonely | 23% | 26% | 19% | 21% | **18%** |
| Stressed / Anxious | 36% | 41% | 35% | 36% | **37%** |
| Not worthwhile | 14% | 15% | 16% | 15% | **18%** |
| Pessimistic | - | - | 23% | 28% | **27%** |
| Not hopeful | - | - | 16% | 20% | **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 (37%) as say they do not feel stressed or anxious (33%).
* Feelings of happiness were highest pre lockdown (65%) but fell significantly during lockdown (51%). Current feelings of happiness (52%) remain at this lock down level and are not significantly different to both two years (55%) and one year ago (50%).
* 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 both two years (21%) and one year ago (25%).
* Feelings of stress / anxiety peaked during lockdown (41%). However current feelings of stress / anxiety (37%) are not significantly different from pre-lockdown levels (36%), and levels both two years (35%) and one year ago (36%).
* 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 two years (19%) and one year ago (21%).

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 | 33% |
| Keeping up with bills / credit commitments, but it is a constant struggle | 15% |
| Falling behind with some bills / credit commitments | 2% |
| Having real financial problems, have fallen behind with many bills / credit commitments | 4% |
| Don't have any bills / credit commitments | 0% |
| Don’t know / prefer not to say | 3% |

* The majority of respondents (76%) are either keeping up without any difficulties (43%) or only struggling occasionally (33%).
* 21% either find it a constant struggle to keep up (15%), are falling behind financially (2%) or are having real financial problems (4%).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Mar 2022** | **Mar 2023** | **Feb 2023** | **Change from March 22** | **Year on Year Change** |
| Keeping up with bills / credit commitments without any difficulties | 45% | 37% | **43%** | - 2 pp | + 6 pp |
| Keeping up with bills / credit commitments, but it is a struggle from time to time | 33% | 40% | **33%** | No Change | - 7pp |
| Keeping up with bills / credit commitments, but it is a constant struggle | 10% | 14% | **15%** | + 5 pp | + 1 pp |
| Falling behind with some bills / credit commitments | 3% | 4% | **2%** | - 1 pp | - 2 pp |
| Having real financial problems, have fallen behind with many bills / credit commitments | 3% | 3% | **4%** | + 1 pp | + 1 pp |
| Don't have any bills / credit commitments | 2% | 0% | **0%** | - 2 pp | - 2 pp |

* The proportion of respondents who are keeping up with bills / credit commitments without any difficulties (43%) remains at its highest level other than when this first question was asked in March 2022.
* Compared to when this question was asked one year ago (March 2023), there has been a significant increase (+ 6 percentage points) in the proportion of respondents keeping up without any difficulties and a significant decrease in the proportion of respondents struggling from time to time (- 7 percentage points).
* However, compared to when this question was first asked in March 2022, there remains a significant increase (+ 5 percentage points) in the proportion of respondents keeping up with bills / credit commitments but finding it a constant struggle (from 10% to 15%).
* This suggest that over the last year the “better off” have seen a move back towards “normal”, while those who are more financially pressed continue to struggle.