



# People's Panel VOX POP

## May 2024

### Analysis Report

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# Introduction and Methodology

## Introduction

This survey was conducted between May 2024 and June 2024. Questions covered the following topics:

- Age and Aging
- Shopping and Spending Habits
- Membership and Organisations
- Use of Social Media
- Fortune Telling
- Odds and Ends
- 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 May 2024 and June 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	836	84.9%
Non-Member	149	15.1%
<b>Total</b>	<b>985</b>	

Local Authority Residence	Count	%
Hull	838	83.9%
- West Area	159	16.1%
- North Area	374	38.0%
- East Area	293	29.7%
- Hull But Unknown Area	12	1.2%
East Riding	130	13.2%
Not Hull or East Riding	5	0.5%
No Postcode Provided	12	1.2%
<b>Total</b>	<b>985</b>	

838 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 3.38% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.38 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 (838)		Hull Pop	Weighted Sample
Gender	Female (inc. MTF)	402	48.1%	50.2%	49.0%
	Male (inc. FTM)	429	51.3%	49.8%	49.5%
	Other / non-binary	5	0.6%	-	1.5%
LLTI (impairment or illness)	No	520	62.3%	76.7%	74.3%
	Yes	315	37.7%	23.3%	25.7%
Age group	16-34	41	5.0%	33.7%	22.5%
	35-44	85	10.4%	16.7%	19.7%
	45-54	118	14.4%	15.1%	18.2%
	55-64	212	25.9%	15.0%	17.6%
	65-74	252	30.8%	10.9%	12.8%
	75+	109	13.3%	8.5%	9.3%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	37	4.5%	15.0%	10.7%
	White British	793	95.5%	85.0%	89.3%

**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

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## **Age and Aging**

- The significant majority of respondents **aged 16 – 34** (81%) think of themselves as **young**.
- Almost two thirds of respondents **aged 35 – 44** (62%) think of themselves as **middle aged**.
- Over three quarters of respondents **aged 45 – 54** (78%) think of themselves as **middle aged**.
- Almost two thirds of respondents **aged 55 – 65** (62%) think of themselves as **middle aged**.
- Respondents **aged 65 – 74** tend to be **split** between those who think of themselves as **middle aged** (40%) and those who think of themselves as **old** (35%).
- Respondents **aged 75+** tend to be **split** between those who think of themselves as **elderly** (46%) and those who think of themselves as **old** (43%).

**Respondents within each age bracket typically feel mentally younger than the lower age of that range bracket.**

- The exception is 16 – 34-year-olds whose median (mid-point) mental age (27) sits within the age bracket.
- Amongst 35 + year olds, the difference between median mental age and the lower age of each range bracket increases with age; so that 35 – 44 year olds tend to feel 5 years younger mentally than the lower age of the range bracket, 45 – 54 year olds tend to feel 10 years younger mentally, 55 – 64 year olds and 65 – 74 year olds tend to feel 15 years younger mentally, and 75 + year olds tend to feel 25 years younger mentally than the lower age of the range bracket.
- Median mental age seems to level out at 50 from age 65 onwards.

**Interestingly the age that respondents feel physically tends to display different patterns dependent on the respondents age bracket.**

- Young people aged 16 – 34 tend to feel a median physical age at the top of their age bracket.
- Respondents aged 35 – 44 tend to feel a median physical age exactly in the middle of their age bracket.
- Both 45 – 54-year-olds and 55 – 64-year-olds tend to feel a median physical age at the bottom of their age bracket.
- Both 65 – 74 and 75+ year-olds tend to feel a median physical age 5 years below the bottom of their age bracket.
- Unlike median mental age, there does not appear to be any levelling out of median physical age.

**Two thirds of respondents (66%) believe that someone becomes a grown up in their twenties; split between those who believe they become a grown up between the ages of 20 and 24 (35%) and those who believe they become a grown up between the ages of 25 and 29 (31%).**

- A further quarter of respondents (24%) believe that someone becomes a grown up between the ages of 30 and 44; with most of these (16%) believing they become a grown up between the ages of 30 and 34.
- Interestingly, only 6% of respondents believe that someone becomes a grown up between the ages of 16 and 19.
- Unsurprisingly, only a small minority of respondent believe that someone becomes a grown up after the age of 45.

- Almost all respondents would describe both under 25-year-olds (99%) and 25 – 29-year-olds as **young**.
- The significant majority of respondents (84%) would also describe 30 – 34-year-olds as **young**.
- The majority of respondents (64%) would also describe 35 – 44-year-olds as **young**.
- The majority of respondents (69%) would describe 40 – 45-year-olds as **middle aged**
- The significant majority of respondents would also describe both 45 – 49-year-olds (84%) and 50 – 54-year-olds (88%) as **middle aged**.
- Three quarters of respondents (75%) would describe 55 – 59-year-olds as **middle aged**.
- Over half of respondents (56%) would describe 60 – 64-year-olds as **old**.
- Nearly three quarters of respondents (71%) would describe 65 – 69-year-olds as **old**.
- Over half of respondents (55%) would describe 70 – 74-year-olds as **old**. However, a much more similar 41% would describe them as elderly.
- The majority of respondents (65%) would describe 75 – 79-year-olds as **elderly**.
- The significant majority of respondents (89%) would also describe 80 + year-olds (84%) as **elderly**.

**Respondents tended to be significantly more likely to do the following when youngest (e.g. aged under 25):**

- 92% of respondents had left full time education by age 25 (increasing to 98% by age 29); and all respondents had finished full time education by age 34.
- 81% of respondents had left home by age 25 (increasing to 95% by age 29); and all respondents had left home by age 34.
- 88% of respondents had got their first “*proper*” job by age 25 (increasing to 98% by age 29); although the remaining respondent ranged right up until age 64.
- 72% of respondents had got their first car / motorcycle by age 25 (increasing to 87% by age 29); although the remaining respondent ranged right up until age 59.

**However, respondents are more evenly split when it come to the following:**

- 40% of respondents first got married by age 25, a further 33% first got married between the ages of 25 and 29; and 14% first got married between the ages of 30 and 34.
- 34% of respondents had their first child by age 25, a further 31% had their first child between the ages of 25 and 29; and 25% had their first child between the ages of 30 and 34.

**11% of respondents state that someone has offered to give up their seat for the respondent on public transport, because of their age.**

- Of these, two thirds (64%) were grateful for the offer.
- A third (34%) were neither grateful for nor offended by the offer.
- Just 3% were offended by the offer.

**Shopping and Spending Habits**

**Respondents are most likely to shop for travel; movies, music and games; and electronics and computers either entirely or mainly online.**

- Over three quarters of respondents (76%) shop for travel either entirely or mainly online.
- Over half also shop for music, movie and games (66%) and electronic and computers (52%) either entirely or mainly online.

**Respondents are most likely to shop for food / groceries, health and beauty, home garden and DIY, and sports and outdoors either entirely or mainly in-store.**

- The significant majority of respondents (80%) shop for food / groceries either entirely or mainly in-store.
- Over half also shop for health and beauty (63%), home, garden and DIY (57%) and sports and outdoor (52%) either entirely or mainly in-store.

**Since this question was asked in December 2019 there has been a significant increase in the proportion of respondents shopping entirely or mainly online across all shopping categories.**

- The shift to shopping entirely or mainly online has been greatest when shopping for travel, electronics and computers, music, movies and games, and household appliances.

**Respondents are most likely to pay for things using card and this is their preferred payment method.**

- 81% say they frequently or always pay by card compared to just 7% who say they never or rarely pay by card.
- Over half of respondents say that their preferred method of paying for things is by card.
- Remaining respondents are split between those who prefer to pay with cash (26%) and those who prefer to pay using a phone app (22%).

### **Memberships and Organisations**

**Approximately half of respondents (49%) are a member of at least one organisation (that you pay to join).**

- The largest proportion of respondents (17%) are a member of a trade union; with the most popular trade unions given as Unison (33%), Unite (18%) and GMB (18%).
- 13% of respondents are a member of some 'Other' membership organisation not listed; with an extensive list of named organisations given, including, prominently, churches / religious organisations, Hull City supporters' clubs, Campaign for Real Ale (CAMRA) and gyms / fitness organisations etc.
- 8% of respondents are a member of a political party; mainly Labour (62%), Green (15%), Liberal Democrats (6%), Conservatives (6%) and Reform UK (6%).
- 7% of respondents are a member of the National Trust, 6% are a member of RSPB and 6% are a member of the Yorkshire Wildlife Trust.

**Compared to when this question was last asked in December 2019; there has been no significant change in respondents' membership of any organisations.**

## Use of Social Media

**91% of respondents use at least one social media platform.**

- Nearly three quarters of respondents (72%), and the significant majority, are **Facebook** users.
- The other most used social media platforms are YouTube (60%), Instagram (45%), X / Twitter (28%) and LinkedIn (28%).

## Fortune Telling

**Over half of respondents (52%) would definitely not consider having their fortune read.**

- A quarter of respondents (24%) have already had their fortune read.
- A further quarter (24%) would definitely (7%) or maybe (17%) consider it.
- Of those respondents who have previously had their fortune read, or would consider it, a large proportion did use / would use tarot cards (69%), palm reading (51%) or a psychic (44%)

**Over two fifths of respondents (42%) believe fortune telling to be poppycock.**

- A third of respondents (34%) think that's it's just a laugh.
- This leaves 11% of respondents who think that fortune telling is real and a further 13% of respondents who believe that you shouldn't mess with things like this.

## Odds and Ends

**Respondents are entirely split between those who do think that taxis are a form of public transport (44%) and those who do not think that taxis are a form of public transport (45%).**

- 11% of respondents are not sure if taxis are a form of public transport or not.

**Over half of respondents (55%) say they write, using a pen / pencil on paper, daily.**

- A further fifth (22%) write, using a pen / pencil on paper, at least once a week.
- 12% of respondents write, using a pen / pencil on paper, less often than once a week but at least once every few months.
- 11% of respondents write, using a pen / pencil on paper, either rarely or never.

**Respondents are significantly more likely to say that:**

- Being a bus driver (56%) is harder than being a taxi driver (14%)
- Brain surgery (50%) is harder than rocket science (11%)
- Being a woman (53%) is harder than being a man (19%)
- Being old (43%) is harder than being young (22%)
- Being a nurse (37%) is harder than being a doctor (28%)

**Ironically, exactly the same percentage of respondents believe that a rock is harder (25%) as believe that a hard place is harder (25%).**

## Happiness and Wellbeing

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

**The only exception is feelings of stress / anxiety, where a higher proportion of respondents say they do feel stressed or anxious (39%) as say they do not feel stressed or anxious (31%).**

### *The Bad News*

- Current feelings of unhealthiness (26%), whilst similar to a year ago (25%), are significantly higher than two years ago (21%), and significantly higher than pre lockdown and lockdown levels (20%)
- Feelings of loneliness peaked during lockdown (26%) but have decreased significantly since. However, current feelings of loneliness (21%), whilst not significantly different from pre-lockdown levels (23%), or levels two years ago (19%), are now significantly higher than a year ago (14%).
- Similarly feelings of stress / anxiety also peaked during lockdown (41%). However, current feelings of stress / anxiety (39%), whilst not significantly different from pre-lockdown levels (36%), or levels two years ago (35%), are now significantly higher than a year ago (32%).

### *The Good News*

- Feelings of happiness were highest pre lockdown (65%) but fell significantly during lockdown (51%). Current feelings of happiness (58%), whilst significantly below pre lock down levels are now significantly higher than a year ago (52%).
- Feelings of worthwhileness (53%), whilst not significantly different than a year ago (53%) or compared to pre-lockdown levels (56%), remain significantly higher than two years ago (46%).
- Feelings of optimism (50%) and hopefulness (51%) are both at their highest recorded level and are significantly higher than both two years ago and a year ago.

## Financial Stability Checker

**The majority of respondents (80%) are either keeping up without any difficulties (45%) or only struggling occasionally (35%).**

- 17% either find it a constant struggle to keep up (12%), are falling behind financially (2%) or are having real financial problems (3%).

**The proportion of respondents who are keeping up with bills / credit commitments without any difficulties (45%) is now at its highest level other than when this first question was asked in March 2022 (45%).**

- During the period between Summer 2022 and Summer 2023, the proportion of residents who were struggling from time to time was much more closely aligned with (and on occasions exceeded) the proportion of respondents who were keeping up without any difficulties.
- However since June 2023 this tumultuous period has stabilised, with the majority of respondents keeping up without difficulties.
- How respondents are now coping with bills / credit commitments is not significantly different from when this first question was asked in March 2022 across all metrics.

# Age and Aging

Q. Do you think of yourself as ....?

	<b>Aged 16 - 34</b>	<b>Aged 35 - 44</b>	<b>Aged 45 - 54</b>	<b>Aged 55 - 64</b>	<b>Aged 65 - 74</b>	<b>Aged 75</b>
Young	81%	31%	14%	2%	1%	1%
Middle Aged	17%	62%	78%	65%	40%	6%
Old	0%	3%	5%	26%	35%	43%
Elderly	0%	0%	0%	2%	19%	46%
Something Else	2%	5%	2%	4%	5%	4%

- The significant majority of respondents **aged 16 – 34** (81%) think of themselves as **young**.
- A further 17% think of themselves as middle aged.
- No respondents aged 16 – 34 think of themselves as old or elderly.
- Almost two thirds of respondents **aged 35 – 44** (62%) think of themselves as **middle aged**.
- A further third (31%) think of themselves as young.
- 3% of respondents aged 35 – 44 think of themselves as old and none think of themselves as elderly.
- Over three quarters of respondents **aged 45 – 54** (78%) think of themselves as **middle aged**.
- A further 15% think of themselves as young.
- 5% of respondents aged 35 – 44 think of themselves as old and none think of themselves as elderly.
- Almost two thirds of respondents **aged 55 – 65** (62%) think of themselves as **middle aged**.
- A further quarter (26%) think of themselves as old.
- 2% of respondents aged 55 – 64 think of themselves as young and 2% think of themselves as elderly.
- Respondents **aged 65 – 74** tend to be **split** between those who think of themselves as **middle aged** (40%) and those who think of themselves as **old** (35%).
- 1% of respondents aged 65 – 74 think of themselves as young and 19% think of themselves as elderly.
- Respondents **aged 75+** tend to be **split** between those who think of themselves as **elderly** (46%) and those who think of themselves as **old** (43%).
- 1% of respondents aged 75+ think of themselves as young and 6% think of themselves as middle aged.

Q. How old do you feel?

	<b>Median Response</b>	
	<b>Mentally</b>	<b>Physically</b>
Aged 16 – 34	27	34
Aged 35 – 44	30	40
Aged 45 – 54	35	45
Aged 55 – 64	40	55
Aged 65 – 74	50	60
Aged 75 +	50	70

- Respondents within each age bracket typically feel **mentally younger** than the lower age of that range bracket; with the exception of 16 – 34-year-olds whose median mental age (27) sits within the age bracket.
- Amongst 35 + year olds, the difference between median mental age and the lower age of each range bracket increases with age; so that 35 – 44 year olds tend to feel 5 years younger mentally than the lower age of the range bracket, 45 – 54 year olds tend to feel 10 years younger mentally, 55 – 64 year olds and 65 – 74 year olds tend to feel 15 years younger mentally, , and 75 + year olds tend to feel 25 years younger mentally than the lower age of the range bracket.
- Median mental age seems to level out at 50 from age 65 onwards.
- Interestingly the age that respondents feel **physically** tends to display different patterns dependent on the respondents age bracket.
- Young people aged 16 – 34 tend to feel a median physical age at the top of their age bracket.
- Respondents aged 35 – 44 tend to feel a median physical age exactly in the middle of their age bracket.
- Both 45 – 54-year-olds and 55 – 64-year-olds tend to feel a median physical age at the bottom of their age bracket.
- Both 65 – 74 and 75+ year-olds tend to feel a median physical age 5 years below the bottom of their age bracket.
- Unlike median mental age, there does not appear to be any levelling out of median physical age.

Q. At which age do you consider someone becomes a grown up?

16 – 19	6%
20 – 24	35%
25 – 29	31%
30 – 34	16%
35 – 39	4%
40 – 44	4%
45 – 49	1%
50 – 54	1%
55 – 59	<1%
60 – 64	<1%
65 – 69	<1%
70 – 74	<1%
75 – 79	<1%
80 +	<1%

- Two thirds of respondents (66%) believe that someone becomes a grown up in their twenties; split between those who believe they become a grown up between the ages of 20 and 24 (35%) and those who believe they become a grown up between the ages of 25 and 29 (31%).
- A further quarter of respondents (24%) believe that someone becomes a grown up between the ages of 30 and 44; with most of these (16%) believing they become a grown up between the ages of 30 and 34.
- Interestingly, only 6% of respondents believe that someone becomes a grown up between the ages of 16 and 19.
- Unsurprisingly, only a small minority of respondent believe that someone becomes a grown up after the age of 45.

Q. How would you describe the following age groups?

	Young	Middle Aged	Old	Elderly	None of these
Under 25	99%	0%	0%	0%	1%
25 – 29	96%	1%	0%	0%	3%
30 – 34	84%	11%	0%	0%	5%
35 – 39	64%	30%	0%	0%	6%
40 – 44	27%	69%	1%	0%	4%
45 – 49	12%	84%	1%	0%	3%
50 – 54	2%	88%	8%	0%	2%
55 – 59	1%	75%	21%	1%	2%
60 – 64	0%	38%	56%	3%	2%
65 – 69	0%	16%	71%	11%	2%
70 – 74	0%	3%	55%	41%	1%
75 – 79	0%	0%	33%	65%	1%
80 +	0%	0%	10%	89%	1%

*Young (Aged Under 40)*

- Almost all respondents would describe both under 25-year-olds (99%) and 25 – 29-year-olds as **young**.
- The significant majority of respondents (84%) would also describe 30 – 34-year-olds as **young**. However, 11% would describe them as middle aged.
- Whilst the majority of respondents (64%) would also describe 35 – 44-year-olds as **young**, almost a third (30%) would describe them as middle aged.
- No respondents would describe anyone aged under 40 as old or elderly.

*Middle Aged (Aged 40 - 59)*

- The majority of respondents (69%) would describe 40 – 45-year-olds as **middle aged**. However, over a quarter (27%) would describe them as still young.
- The significant majority of respondents would also describe both 45 – 49-year-olds (84%) and 50 – 54-year-olds (88%) as **middle aged**.
- Three quarters of respondents (75%) would describe 55 – 59-year-olds as **middle aged**. However, a fifth (21%) would describe them as old.

*Old (Aged 60 - 74)*

- Over half of respondents (56%) would describe 60 – 64-year-olds as **old**. However, over a third (38%) would describe them as still middle aged.
- Nearly three quarters of respondents (71%) would describe 65 – 69-year-olds as **old**; although 16% would describe them as middle aged and 11% as elderly.
- Over half of respondents (55%) would describe 70 – 74-year-olds as **old**. However, a much more comparable 41% would describe them as elderly.
- No respondents would describe anyone aged over 60 as young.

*Elderly (Aged 75+)*

- The majority of respondents (65%) would describe 75 – 79-year-olds as **elderly**. However, a third (33%) would describe them as still old.
- The significant majority of respondents (89%) would also describe 80 + year-olds (84%) as **elderly**.
- No respondents would describe anyone aged over 75 as either young or middle aged..

Q. At which age did you first do the following?

**N/A Removed**

	<b>Get Married</b>	<b>Have a Child</b>	<b>Get a Proper Job</b>	<b>Leave Full Time Education</b>	<b>Leave Home</b>	<b>Get a Car / Motorcycle</b>
Under 25	40%	34%	88%	92%	81%	72%
25 – 29	33%	31%	10%	6%	14%	15%
30 – 34	14%	25%	1%	1%	4%	8%
35 – 39	6%	8%	<1%	0%	<1%	2%
40 – 44	4%	3%	4%	0%	<1%	1%
45 – 49	1%	<1%	1%	0%	0%	1%
50 – 54	1%	0%	1%	0%	0%	<1%
55 – 59	<1%	0%	<1%	0%	0%	<1%
60 – 64	<1%	0%	<1%	0%	0%	0%
65 – 69	0%	0%	0%	0%	0%	0%
70 – 74	0%	0%	0%	0%	0%	0%
75 – 79	0%	0%	0%	0%	0%	0%
80 +	0%	0%	0%	0%	0%	0%

- Of those respondents who have done any of the above things (e.g. got married, had a child etc.); all had done so by age 65.
- Respondents tended to be significantly more likely to do the following when youngest (e.g. aged under 25):
  - 92% of respondents had left full time education by age 25 (increasing to 98% by age 29); and all respondents had finished full time education by age 34.
  - 81% of respondents had left home by age 25 (increasing to 95% by age 29); and all respondents had left home by age 34.
  - 88% of respondents had got their first proper job by age 25 (increasing to 98% by age 29); although the remaining respondent ranged right up until age 64.
  - 72% of respondents had got their first car / motorcycle by age 25 (increasing to 87% by age 29); although the remaining respondent ranged right up until age 59.
- However respondents are more evenly split when it come to the following:
  - 40% of respondents first got married by age 25, a further 33% first got married between the ages of 25 and 29; and 14% first got married between the ages of 30 and 34.
  - Remaining respondents ranged right up to age 64.
  - 34% of respondents had their first child by age 25, a further 31% first had their first child between the ages of 25 and 29; and 25% had their first child between the ages of 30 and 34.
  - All respondents had their first child by age 50.

Q. Has anyone ever offered to give up their seat for you on public transport, because of your age?

Yes	11%
No	89%

Q. Q. If Yes, how did that make you feel?

Offended	3%
Grateful	64%
Neither	34%

- 11% of respondents state that someone has offered to give up their seat for the respondent on public transport, because of their age.
- Of these, two thirds (64%) were grateful for the offer.
- A third (34%) were neither grateful for nor offended by the offer.
- Just 3% were offended by the offer.

## Shopping and Spending Habits

Q. Which of these best describes how you buy the following goods?

**N/A Removed**

	All online	Mainly online	Around 50:50	Mainly in-store	All in-store
Food / groceries	2%	9%	8%	26%	54%
Clothes and shoes	3%	23%	33%	27%	15%
Household appliances	8%	31%	25%	25%	12%
Health and beauty	2%	11%	24%	37%	26%
Home, garden and DIY	1%	9%	33%	36%	21%
Sports and outdoors	2%	14%	32%	36%	16%
Music, movies and games	25%	41%	19%	7%	8%
Electronics and computers	17%	35%	20%	15%	12%
Books	14%	26%	26%	21%	13%
Travel	39%	37%	12%	6%	6%

	All or mainly online	Around 50:50	All or mainly in-store
Travel	76%	12%	12%
Music, movies and games	66%	19%	15%
Electronics and computers	52%	20%	27%
Books	40%	26%	34%
Household appliances	39%	25%	37%
Clothes and shoes	26%	33%	42%
Sports and outdoors	16%	32%	52%
Health and beauty	13%	24%	63%
Food / groceries	11%	8%	80%
Home, garden and DIY	10%	33%	57%

- Over three quarters of respondents (76%) shop for travel either entirely or mainly online.
- Over half also shop for music, movie and games (66%) and electronic and computers (52%) either entirely or mainly online.
- The significant majority of respondents (80%) shop for food / groceries either entirely or mainly in-store.
- Over half also shop for health and beauty (63%), home, garden and DIY (57%) and sports and outdoor (52%) either entirely or mainly in-store.
- Respondents tend to more split when it comes to:
  - Books; slightly more respondents shop for books either entirely or mainly online (40%) compared to either entirely or mainly in-store (34%).
  - Household appliances; roughly equal respondents shop for household appliances either entirely or mainly online (39%) compared to either entirely or mainly in-store (37%).
  - Clothes and shoes; slightly more respondents shop for clothes and shoes either entirely or mainly in-store (34%). compared to those who shop around 50% online and 50% in-store (33%).

The same question was asked in a December 2019 VOX POP survey, and the table below shows the change in shopping habits from then to now:

	Percentage Point Change Dec 2019 – May 2024		
	All or mainly online	Around 50:50	All or mainly in-store
Travel	+21%	-9%	-12%
Music, movies and games	+20%	-5%	-16%
Electronics and computers	+21%	-4%	-18%
Books	+6%	-3%	-3%
Household appliances	+18%	-3%	-14%
Clothes and shoes	+14%	+10%	-23%
Sports and outdoors	+6%	+6%	-11%
Health and beauty	+6%	+6%	-12%
Food / groceries	+5%	+4%	-10%
Home, garden and DIY	+5%	+10%	-16%

It shows that between December 2019 and May 2024:

- There has been a significant increase in the proportion of respondents shopping entirely or mainly online across all shopping categories.
- Conversely, there has been a decrease in the proportion of respondents shopping entirely or mainly in-store across all shopping categories.
- The shift to shopping entirely or mainly online has been greatest when shopping for:
  - Travel
  - Electronics and computers
  - Music, movies and games
  - Household appliances
- When shopping for clothes and shoes, sports and outdoor, health and beauty, food and groceries, and home, garden and DIY, there is evidence of a more gradual shift to online shopping whereby respondents are moving from entirely or mainly in-store to 50:50 online / in-store before shopping entirely or mainly online.

Q. How often do you use the following to pay for things?

	<b>Never</b>	<b>Rarely</b>	<b>Sometimes</b>	<b>Frequently</b>	<b>Always</b>
Card	<1%	7%	11%	61%	20%
Phone app	46%	7%	11%	23%	13%
Cash	3%	34%	35%	26%	2%

- Respondents are most likely to pay for things using **card**; 81% say they frequently or always pay by card compared to just 7% who say they never or rarely pay by card.
- Nearly half of respondents say they never pay by **phone app** (46%), compared to a third of respondents (36%) who say they frequently or always pay by phone app.
- Paying for things with **cash** splits respondents; with 28% say they frequently or always pay with cash, compared to 35% who sometimes pay with cash, and 38% who say they never or rarely pay with cash.

Q. Q. And which do you prefer to use?

Card	52%
Phone app	22%
Cash	26%

Unsurprisingly therefore:

- Over half of respondents say that their preferred method of paying for things is by **card**.
- Remaining respondents are split between those who prefer to pay with **cash** (26%) and those who prefer to pay using a **phone app** (22%).

# Memberships and Organisations

Q. Are you a member of any of the following? (by member we mean that you have paid to join)

I am not a member of any organisation	51%
Trade union	17%
Other membership organisation	12%
Political party	8%
National Trust	7%
RSPB	6%
Other wildlife / environmental organisation	6%
Yorkshire Wildlife Trust	6%
English Heritage	5%
Other heritage / history organisation	4%
Greenpeace	4%
World Wildlife Fund (WWF)	3%
Other leisure / travel organisation	2%
Other benevolent / altruistic organisation	2%
Caravan and Motorhome Club	2%
Royal Horticultural Society (RHS)	1%
Youth Hostels Association (YHA)	1%
Scouts Association	1%
Girlguiding UK	1%
Women's Institute	<1%
Freemasons	<1%
Rotary International	0%

- Approximately half of respondents (49%) **are a member** of at least one organisation (that you pay to join).
- The largest proportion of respondents (17%) are a member of a **trade union**; with the most popular trade unions given as Unison (33%), Unite (18%) and GMB (18%).
- 13% of respondents are a member of some **'Other' membership organisation** not listed; with an extensive list of named organisations given, including, prominently, churches / religious organisations, Hull City supporters' clubs, Campaign for Real Ale (CAMRA) and gyms / fitness organisations etc.
- 8% of respondents are a member of a **political party**; mainly Labour (62%), Green (15%), Liberal Democrats (6%), Conservatives (6%) and Reform UK (6%).
- 7% of respondents are a member of the National Trust, 6% are a member of RSPB and 6% are a member of the Yorkshire Wildlife Trust.
- Compared to when this question was last asked in December 2019; there has been **no significant change** in respondents' membership of any organisations.

# Social Media

Q. Which social media do you use?

Facebook	72%
YouTube	60%
Instagram	45%
Twitter / X	28%
LinkedIn	28%
TikTok	14%
Pinterest	14%
Reddit	13%
Snapchat	9%
Don't use social media	9%
Next Door	7%
Tumblr	4%
Twitch	4%
Threads	4%
Other	4%
Telegram	3%
Truth Social	1%

- 91% of respondents **use at least one** social media platform.
- Nearly three quarters of respondents (72%), and the significant majority, are **Facebook** users.
- The other most used social media platforms are YouTube (60%), Instagram (45%), X / Twitter (28%) and LinkedIn (28%).

# Fortune Telling

Q. Would you ever have your fortune read?

Already have	24%
I would definitely consider it	7%
Maybe	17%
I would definitely not consider it	52%

- A quarter of respondents (24%) have **already had** their fortune read.
- A further quarter (24%) would definitely (7%) or maybe (17%) **consider it**.
- Over half of respondents (52%) would **definitely not consider** having their fortune read.

Q. If Yes, what type of fortune reading would you / did you use?

Tarot cards	69%
Palm reading	51%
Psychic	44%
Astrology	27%
Tea leaves	15%
Numerology	13%
Crystal ball	13%
Spirit board	11%
Crystal reading	11%
Pendulum reading	8%
Other	4%

Of those respondents who have previously had their fortune read, or would consider it, a large proportion did use / would use:

- Tarot cards (69%)
- Palm reading (51%)
- Psychic (44%)

Q. Which of the following most closely describes your view of fortune telling?

Poppycock!	42%
It's real!	11%
It's just a laugh	34%
You shouldn't mess with things like that	13%

- Over two fifths of respondents (42%) believe fortune telling to be **poppycock**.
- A third of respondents (34%) think that's **it's just a laugh**.
- This leaves 11% of respondents who think that fortune telling is **real** and a further 13% of respondents who believe that **you shouldn't mess with things like this**.

## Odds and Ends

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Q. Do you consider taxis to be a form of public transport?

Yes	44%
No	45%
Not sure	11%

- Respondents are entirely split between those who **do** think that taxis are a form of public transport (44%) and those who **do not** think that taxis are a form of public transport (45%).
- 11% of respondents are **not sure** if taxis are a form of public transport or not.

Q. How often, generally, would you say you actually write, using a pen / pencil on paper, rather than using a keyboard / phone?

Daily	55%
Weekly	22%
Fortnightly	5%
At least once a month	4%
Every few months	3%
Rarely	10%
Never	1%

- Over half of respondents (55%) say they write, using a pen / pencil on paper, **daily**.
- A further fifth (22%) write, using a pen / pencil on paper, **at least once a week**.
- 12% of respondents write, using a pen / pencil on paper, **less often than once a week but at least once every few months**.
- 11% of respondents write, using a pen / pencil on paper, **either rarely or never**.

Q. Which is harder ...?

		Undecided		
Rocket science	11%	39%	50%	Brain surgery
A rock	25%	50%	25%	A hard place
Being a bus driver	56%	30%	14%	Being a taxi driver
Being a man	19%	28%	53%	Being a woman
Being a doctor	28%	35%	37%	Being a nurse
Being young	22%	35%	43%	Being old

Respondents are significantly more likely to say that:

- Being a bus driver (56%) is harder than being a taxi driver (14%)
- Brain surgery (50%) is harder than rocket science (11%)
- Being a woman (53%) is harder than being a man (19%)
- Being old (43%) is harder than being young (22%)
- Being a nurse (37%) is harder than being a doctor (28%)
- Ironically, exactly the same percentage of respondents believe that a rock is harder (25%) as believe that a hard place is harder (25%).

## Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	3%	14%	28%	40%	14%
Healthy	3%	22%	30%	36%	8%
Lonely	26%	28%	25%	16%	5%
Anxious / Stressed	10%	21%	31%	28%	11%
Worthwhile	3%	13%	31%	39%	14%
Optimistic	4%	15%	31%	37%	13%
Hopeful	3%	12%	34%	39%	12%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Mar 2022	One Year Ago May 2023	May 2024
Happy	65%	51%	55%	52%	58%
Healthy	51%	50%	45%	45%	44%
Not Lonely	58%	50%	55%	61%	54%
Not Stressed / Anxious	36%	31%	31%	35%	31%
Worthwhile	56%	50%	46%	53%	53%
Optimistic	-	-	39%	43%	50%
Hopeful	-	-	44%	45%	51%

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Mar 2022	One Year Ago May 2023	Feb 2024
Unhappy	14%	23%	23%	16%	17%
Unhealthy	20%	20%	21%	25%	26%
Lonely	23%	26%	19%	14%	21%
Stressed / Anxious	36%	41%	35%	32%	39%
Not worthwhile	14%	15%	16%	12%	16%
Pessimistic	-	-	23%	22%	19%
Not hopeful	-	-	16%	19%	15%

- Respondents are significantly **more** likely to feel positively rather than negatively.
- The only exception is feelings of stress / anxiety, where a higher proportion of respondents say they **do** feel stressed or anxious (39%) as say they **do not** feel stressed or anxious (31%).

*The Bad News*

- Current feelings of unhealthiness (26%), whilst similar to a year ago (25%), are significantly higher than two years ago (21%), and significantly higher than pre lockdown and lockdown levels (20%)
- Feelings of loneliness peaked during lockdown (26%) but have decreased significantly since. However, current feelings of loneliness (21%), whilst not significantly different from pre-lockdown levels (23%), or levels two years ago (19%), are now significantly higher than a year ago (14%).
- Similarly feelings of stress / anxiety also peaked during lockdown (41%). However, current feelings of stress / anxiety (39%), whilst not significantly different from pre-lockdown levels (36%), or levels two years ago (35%), are now significantly higher than a year ago (32%).

*The Good News*

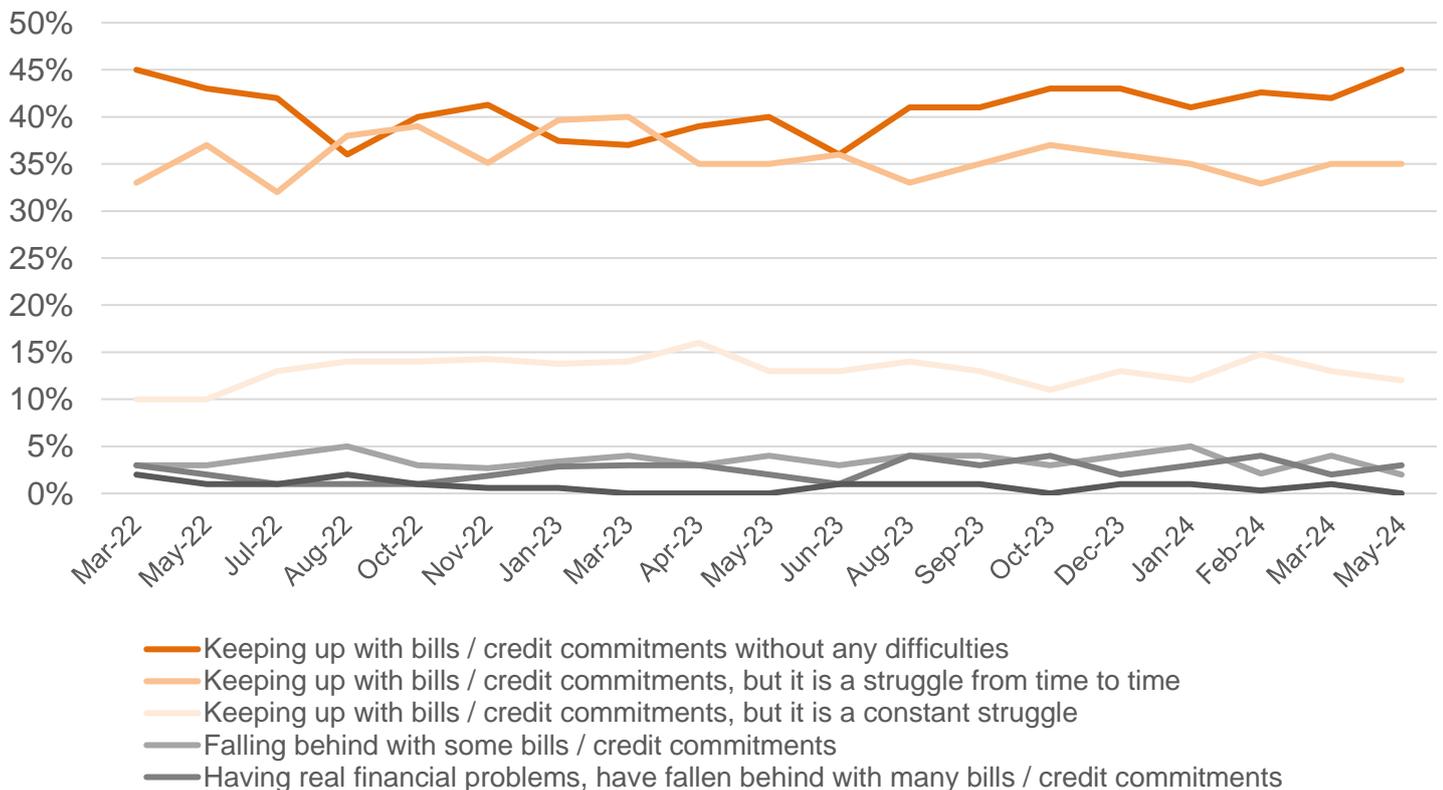
- Feelings of happiness were highest pre lockdown (65%) but fell significantly during lockdown (51%). Current feelings of happiness (58%), whilst significantly below pre lock down levels are now significantly higher than a year ago (52%).
- Feelings of worthwhileness (53%), whilst not significantly different than a year ago (53%) or compared to pre-lockdown levels (56%), remain significantly higher than two years ago (46%).
- Feelings of optimism (50%) and hopefulness (51%) are both at their highest recorded level and are significantly higher than both two years ago and a year ago.

# Financial Stability Tracker

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

Keeping up with bills / credit commitments without any difficulties	45%
Keeping up with bills / credit commitments, but it is a struggle from time to time	35%
Keeping up with bills / credit commitments, but it is a constant struggle	12%
Falling behind with some bills / credit commitments	2%
Having real financial problems, have fallen behind with many bills / credit commitments	3%
Don't have any bills / credit commitments	<1%
Don't know / prefer not to say	2%

- The majority of respondents (80%) are either keeping up without any difficulties (45%) or only struggling occasionally (35%).
- 17% either find it a constant struggle to keep up (12%), are falling behind financially (2%) or are having real financial problems (3%).



- The proportion of respondents who are keeping up with bills / credit commitments without any difficulties (45%) is now at its highest level other than when this first question was asked in March 2022 (45%).
- The chart above demonstrates that, during the period between Summer 2022 and Summer 2023, the proportion of residents who were struggling from time to time was much more closely aligned with (and on occasions exceeded) the proportion of respondents who were keeping up without any difficulties.
- However since June 2023 this tumultuous period has stabilised, with the majority of respondents keeping up without difficulties.
- How respondents are now coping with bills / credit commitments is not significantly different from when this first question was asked in March 2022 across all metrics.