People's Panel VOX POP November 2022 Analysis Report

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Contents

Introduction and Methodology

Introduction

This VOX POP survey was conducted between November 2022 and January 2023.

Questions covered the following topics:

- Happiness and Wellbeing
- Satisfaction with Hull City Council
- Power Cuts and Energy Saving
- Influencing Local Decisions
- 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 November 2022 and January 2023. As usual, an electronic version of the survey was emailed to over 4,0000 online People's Panel members. A non-member version of the survey was also made available through the Hull City Council website and promoted on social media.

Response Rate

Method	Count	%
Member (All Online)	1,230	93%
Non Member	95	7%
Total	**1,325**	

Local Authority Residence	Count	%
Hull	1,158	87%
East Riding	136	10%
Not Hull or East Riding	3	<1%
No Postcode Provided	28	2%
Total	**1,325**	

1,158 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 2.87% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/-2.87 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 (1,158)**		**Hull Pop**	**Weighted Sample**
Gender	Female (inc. MTF)	599	51.7%	50.3%	48.8%
	Male (inc. FTM)	557	48.1%	49.7%	51.0%
	Other / non-binary	2	0.2%	-	0.2%
LLTI (impairment or illness)	No	772	67.1%	76.7%	75.7%
	Yes	379	32.9%	23.3%	24.3%
Age group	16-34	44	3.9%	33.8%	18.6%
	35-44	90	7.9%	16.3%	20.1%
	45-54	182	16.0%	15.7%	19.6%
	55-64	307	27.0%	15.1%	18.4%
	65-74	330	29.0%	11.1%	13.4%
	75+	185	16.3%	8.2%	9.9%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	39	3.4%	9.8%	8.3%
	White British	1103	96.6%	90.2%	91.7%

Responses are not weighted geographically, and ward level results are not produced. Ward level results are not produced because to do so requires a sample of approx. 1000 *per ward*, for confidence intervals to be meaningful at ward level.

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, 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 disagree / be dissatisfied; with values closer to -2 suggesting they disagree more strongly / are more dissatisfied.

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

Executive Summary

Happiness and Wellbeing

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

The notable 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%).

Levels of happiness remain significantly lower than pre pandemic levels and have changed very little since the start of the pandemic.

Loneliness peaked during the pandemic, but current levels are now consistent with pre pandemic levels. Similarly, levels of stress / anxiety peaked during the pandemic, but current levels are now lower than pre pandemic levels.

In the last 20 months there has been a significant increase in the proportion of respondents who feel worthwhile; and a return to pre pandemic levels.

Satisfaction With Hull City Council

The majority of respondents (57%) would speak highly about Hull overall; compared to just 21% of respondents who would speak critically about Hull overall.

However, just 19% of respondents would speak highly about Hull City Council; compared to nearly a third of respondents (35%) who would speak critically about Hull City Council. Nearly half of respondents (46%) would be neutral about Hull City Council.

Nearly half of respondents (48%) agree that Hull City Council is working towards a better city, and over a third (37%) agree that Hull City Council offers good quality services.

However, nearly half of respondents (46%) disagree that Hull City Council spends money wisely; and over a third (37%) disagree that Hull City Council listens to the local community.

Respondents are mostly neither dissatisfied nor satisfied with Hull City Council overall (40%). However, more respondents are dissatisfied with Hull City Council overall (35%) than are satisfied (25%).

Over half (58%) of respondents either agree or strongly agree that they are proud to live in or near Hull; compared to just 18% who either disagree or strongly disagree.

However, since December 2021, when this question was last asked, there has been a significant decrease in those who agree or strongly agree that they are proud to live in or near Hull (from 65% to 58%); the lowest level of pride in Hull recorded since this question was first asked in the People's Panel in 2012.

Power Cuts and Energy Saving

Respondents were asked what five things they would miss most if there were power cuts this winter. Respondents were most likely to say that they would most miss:

- Lights (63%)
- Central heating (56%)
- Kettle (55%)
- Wi-Fi internet (51%)
- Television (49%)

A notable proportion would also miss their electric oven (30%), their microwave (25%), and the ability to charge their phone (19%).
They were also asked if they had bought anything specifically in case there were any power cuts this winter. Over half of respondents (57%) have not specifically bought anything.

Of the 43% of respondents who have specifically bought something in preparation for power cuts this winter, the most popular items bought include:

- Candles (25%)
- Torch (22%)
- Batteries (18%)

The significant majority of respondents (87%) believe that lights used by public monuments, shops etc. for display purposes <u>should</u> be switched off at night to preserve energy; compared to just 13% of respondents who believe that they <u>should not</u> be turned off.

Conversely, two thirds of respondents (66%) believe that streetlights <u>should not</u> be switched off between certain times in the evening; compared to a third of respondents (34%) who believe that they <u>should</u> be turned off between certain times in the evening.

Influencing Local Decisions

Respondents were asked what council services / areas they would like to have a say about. The significant majority of respondents (97%) want to have their say on at least one of the things listed. The most popular council areas that respondents want to have their say on include:

- Roads, traffic, public transport, parking, and transport management (51%)
- Road, highways, and pavements maintenance including street lighting (47%)
- Bins, waste, recycling & street cleansing (42%)
- How the Council spends its money (41%)

This is followed by:

- Crime and community safety, domestic abuse, ASB, environmental health and trading standards (36%)
- Major infrastructure projects such as Albion Square, Maritime Museum upgrade, new road layouts etc. (32%)
- Parks and open and green spaces (32%)

Nearly three quarters of respondents (72%) also want to have their say / give their feedback about one of the Council's partners; most notable NHS Hull (66%) and Humberside Police (57%).

The significant majority of respondents (92%) want to be involved / give their views via an online survey (like the People's Panel).

Financial Stability Checker

The majority of respondents (76%) are either keeping up with bills / credit commitments without any difficulties (41%) or only struggling occasionally (35%).

19% are keeping up with bills / credit commitments but find it a constant struggle (14%), are falling behind financially (3%) or are having real financial problems (2%).

Compared to March 2022, there has been a 4-percentage point fall in the proportion of respondents who are keeping up with bills / credit commitments without any difficulties. At the same time there has been a 4-percentage point increase in the proportion of respondents who are keeping up with bills / credit commitments, but it is a constant struggle.

Unsurprisingly, respondents who live in households with a household income of less than £15,000 are less likely than average to say they are keeping up with bills / credit commitments without any difficulties, and more likely than average to say that is a constant struggle, or they are having real financial problems and falling behind with many bills / commitments.

Conversely, respondents who live in households with a household income of over £45,000 are more likely than average to say they are keeping up with bills / credit commitments without any difficulties, and less likely than average to say that is a constant struggle.

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	3%	16%	28%	43%	10%
Healthy	4%	19%	29%	40%	9%
Lonely	33%	27%	20%	16%	5%
Anxious / Stressed	13%	23%	32%	23%	8%
Worthwhile	5%	11%	31%	35%	18%
Optimistic	4%	19%	34%	31%	13%
Hopeful	5%	16%	37%	29%	13%

Focus on positive feelings:

	Jan 2020	April 2020	March 2022	**Nov 2023**
Happy	65%	51%	55%	**53%**
Healthy	51%	50%	45%	**49%**
Not Lonely	58%	50%	55%	**59%**
Not Stressed / Anxious	36%	31%	31%	**37%**
Worthwhile	56%	50%	46%	**54%**
Optimistic	-	-	39%	**44%**
Hopeful	-	-	44%	**42%**

Focus on negative feelings:

	Jan 2020	April 2020	March 2022	**Nov 2023**
Unhappy	14%	23%	23%	**19%**
Unhealthy	20%	20%	21%	**23%**
Lonely	23%	26%	19%	**21%**
Stressed / Anxious	36%	41%	35%	**31%**
Not worthwhile	14%	15%	16%	**16%**
Pessimistic	-	-	23%	**23%**
Not hopeful	-	-	16%	**21%**

- 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 (31%) as say they do not feel stressed or anxious (37%).
- Positively speaking, respondents are most likely to say they do not feel lonely (59%), they do worthwhile (54%) and happy (53%); followed by feeling healthy (49%), optimistic (44%) and hopeful (42%).
- Negatively speaking, although not the majority, respondents are most likely to feel stressed / anxious (31%); followed by feeling pessimistic (23%) or unhealthy (23%).
  Levels of happiness remain significantly lower than pre pandemic levels and have changed very little since the start of the pandemic.
- Loneliness peaked during the pandemic, but current levels are now consistent with pre pandemic levels.
- Similarly, levels of stress / anxiety peaked during the pandemic, but current levels are now lower than pre pandemic levels.
- In the last 20 months there has been a significant increase in the proportion of respondents who feel worthwhile; and a return to pre pandemic levels.
- Interestingly while there has been an increase in the proportion of respondents who feel optimistic; there has also been an increase in respondents who say they do not feel hopeful.

Satisfaction with Hull City Council

Q. If you were talking to someone not from Hull, which of the following phrases best describes how you would talk about:

	Be critical without being asked	Be critical if specifically asked	Be neutral	Speak highly if specifically asked	Speak highly without being asked
Hull overall	6%	15%	22%	33%	24%
Hull City Council	12%	23%	46%	16%	3%

- The majority of respondents (57%) would speak highly about Hull overall; either if specifically asked (33%) or without being asked (24%).
- This compares to just 21% of respondents who would speak critically about Hull overall; either if specifically asked (15%) or without being asked (6%).
- 22% of respondents would be neutral about Hull overall.
- Conversely, just 19% of respondents would speak highly about Hull City Council; either if specifically asked (16%) or without being asked (3%).
- In this case, nearly a third of respondents (35%) would speak critically about Hull City Council; either if specifically asked (23%) or without being asked (12%).
- Nearly half of respondents (46%) would be neutral about Hull City Council.

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

Hull City Council ….

	Strongly disagree	Disagree	Neither	Agree	Strongly Agree
Keeps the public well informed about what it's doing	9%	24%	30%	34%	3%
Listens to the local community	12%	25%	34%	24%	4%
Offers good quality services	9%	18%	37%	33%	4%
Spends money wisely	20%	26%	35%	17%	2%
Is working towards a better city	10%	15%	28%	41%	7%

- Nearly half of respondents (48%) agree that Hull City Council is working towards a better city; compared to 25% who disagree.
- More respondents (37%) also agree that Hull City Council offers good quality services than disagree (26%).
- However, nearly half of respondents (46%) disagree that Hull City Council spends money wisely; compared to just 19% who agree.
- And more respondents (37%) disagree that Hull City Council listens to the local community than agree (28%).
- Respondents are split when it comes to how well Hull City Council keeps the public informed about what it's doing. 37% agree that Hull City Council keeps the public informed about what it's doing, but 33% disagree and 30% neither disagree nor agree.

Q. How dissatisfied or satisfied are you with Hull City Council overall?

Very dissatisfied	9%
Dissatisfied	26%
Neither dissatisfied nor satisfied	40%
Satisfied	21%
Very satisfied	4%

- Respondents are mostly neither dissatisfied nor satisfied with Hull City Council overall (40%).

- However, more respondents are dissatisfied with Hull City Council overall (35%) than are satisfied (25%).

Q. How much do you disagree or agree with the statement "I am proud to live in or near Hull"?

Strongly disagree	5%
Disagree	13%
Neither disagree nor agree	23%
Agree	38%
Strongly agree	20%

- Over half (58%) of respondents either agree (38%) or strongly agree (20%) that they are proud to live in or near Hull.
- Conversely, just 18% of respondents either disagree (13%) or strongly disagree (5%) that they are proud to live in or near Hull.
- Approximately a quarter of respondents (23%) neither agree nor disagree that they are proud to live in or near Hull.

	Mar 2012	**Jun 2014**	**Sep 2015**	**Sep 2016**	**Mar 2017**	**Sep 2017**	**Dec 2017**	**Dec 2021**	**Dec 2021**
Strongly disagree	4%	2%	5%	3%	3%	5%	4%	4%	5%
Disagree	10%	8%	4%	6%	5%	6%	3%	8%	13%
Neither	20%	22%	16%	21%	16%	18%	15%	23%	23%
Agree	37%	39%	38%	23%	32%	29%	34%	35%	38%
Strongly agree	29%	29%	38%	48%	44%	42%	44%	30%	20%
Disagree	14%	11%	8%	9%	8%	11%	7%	12%	18%
Neither	20%	22%	16%	21%	16%	18%	15%	23%	23%
Agree	66%	68%	76%	70%	76%	71%	78%	65%	58%

- Since December 2021, when this question was last asked, there has been a significant decrease in those who agree or strongly agree that they are proud to live in or near Hull (from 65% to 58%); the lowest level of pride recorded since this question was first asked in the People's Panel in 2012.

- Similarly, there has been a significant increase in those who disagree or strongly disagree that they are proud to live in or near Hull (from 12% to 18%).

- Most notably, there has been a significant decrease specifically in those who "strongly agree" that they are proud to live in or near Hull (from 30% to 20%); the lowest level recorded since this question was first asked in the People's Panel in 2012.

Power Cuts and Energy Saving

Q. The National Grid has warned that we might experience electrical power cuts between 4pm and 7pm. throughout this winter. If we did experience these power cuts, what will you miss the most?

Please tick up to 5 of the things you would most miss

Lights	63%
Central heating	56%
Kettle	55%
Wi-Fi internet	51%
Television	49%
Electric oven	30%
Microwave	25%
Charging phone	19%
Charging laptop or another device	12%
Radio	10%
Other	5%
Electric heater	5%
Toaster	4%
None of these	2%
Don't know	2%

- Respondents are most likely to say that, if there were power cuts, they would most miss:
    - Lights (63%)
    - Central heating (56%)
    - Kettle (55%)
    - Wi-Fi internet (51%)
    - Television (49%)
- A notable proportion would also miss their electric oven (30%), their microwave (25%) and the ability to charge their phone (19%).
- Only 2% of respondents would not miss any of the things listed.

Q. Have you bought anything specifically in case of power cuts this winter?

Nothing specifically	57%
Candles	25%
Torch	22%
Stocked up on batteries	18%
Extra bedding / blankets / sleeping bags	12%
Non-perishable food stuff	8%
Power bank (for phones)	7%
Stocked up on firewood / coal	5%
Entertainment	4%
First aid kit	4%
Other	4%
Camping stove	3%
Wind-up / battery radio	2%
Self-heat pads	1%
Generator	1%

- Over half of respondents (57%) have not specifically bought anything in preparation for power cuts this winter.

- Of the 43% of respondents who have specifically bought something in preparation for power cuts this winter, the most popular items bought include:

    - Candles (25%)
    - Torch (22%)
    - Batteries (18%)

Q. Some public monuments, shops, etc. are lit at night for display purposes. Do you think that their lights should be switched off at night, to preserve energy?

Definitely should	51%
Probably should	37%
Probably should not	9%
Definitely should not	4%

- The significant majority of respondents (87%) believe that lights used by public monuments, shops etc. for display purposes should either definitely (51%) or probably (37%) be switched off at night to preserve energy.

- Conversely just 13% of respondents believe that lights used by public monuments, shops etc. for display purposes should either definitely not (4%) or probably not 9%) be switched off at night to preserve energy.

Q. What about street lighting? Should some of this be switched off between certain hours in the evening?

Definitely should	12%
Probably should	22%
Probably should not	28%
Definitely should not	38%

When it comes to street lighting:

- Two thirds of respondents (66%) believe that streetlights should either definitely not (38%) or probably not (28%) be switched off between certain times in the evening.

- Conversely a third of respondents (34%) believe that streetlights should either definitely (12%) or probably (22%) be switched off between certain times in the evening.

Influencing Local Decisions

Q. Below are a list of things the council provides. What would you like to have your say about?

Roads, traffic, public transport, parking, and transport management	51%
Road, highways, and pavements maintenance including street lighting	47%
Bins, waste, recycling & street cleansing	42%
How the Council spends its money	41%
Crime and community safety, domestic abuse, ASB, environmental health and trading standards	36%
Major infrastructure projects such as Albion Square, Maritime Museum upgrade, new road layouts etc.	32%
Parks and open and green spaces	32%
Climate change and the environment	26%
Culture, heritage & leisure, visitors, travel, and tourism	25%
All of these	23%
Planning & physical regeneration, including new housing and trade / retail developments	21%
Councillors, local area & ward teams, voting and electoral services	19%
Jobs and the local economy	19%
Adult care services, including residential homes, home care etc.	18%
Libraries	14%
Public Health Services including drug, tobacco and alcohol services, sexual and reproductive health etc.	14%
Housing including private housing, right to buy and repairs / adaptations	13%
Customer Services, including the call centre, registrars, and Bereavement services	12%
Schools and colleges including preschool education	12%
Children and families including youth services - not schools	12%
Adult Education and Training	10%
None of these	3%
Other	3%

- The significant majority of respondents (97%) want to have their say on at least one of the things listed.

- The most popular council areas that respondents want to have their say on include:

    - Roads, traffic, public transport, parking, and transport management (51%)
    - Road, highways, and pavements maintenance including street lighting (47%)
    - Bins, waste, recycling & street cleansing (42%)
    - How the Council spends its money (41%)

- This is followed by:

    - Crime and community safety, domestic abuse, ASB, environmental health and trading standards (36%)
    - Major infrastructure projects such as Albion Square, Maritime Museum upgrade, new road layouts etc. (32%)
    - Parks and open and green spaces (32%)

- Nearly a quarter of respondents (23%) want to have their say on all the things listed.

Q. Would you like to give feedback, through an online survey like this one, about any of the Council's partners?

NHS Hull including primary care / hospitals	66%
Humberside Police	57%
Humberside Fire & Rescue	32%
None of these	28%
Other	2%

- Nearly three quarters of respondents (72%) also want to have their say / give their feedback about one of the Council's partners:

    - Two thirds of respondents (66%) want to have their say on NHS Hull issues
    - Over half of respondents (57%) want to have their say on Humberside Police issues
    - A third of respondents (32%) want to have their say on

Q. How would you prefer to be involved about local decisions & give your views in the future?

Via an online survey like this one	92%
Face-to-face at a meeting	17%
Via the post	17%
Take part in at workshop / focus group	16%
At public events	15%
Via your ward councillor	14%
Via online meetings	13%
Via social media	6%
I don't want to be involved	2%
Other	0%

- The significant majority of respondents (92%) want to be involved / give their views via an online survey (like the People's Panel).

- After this this there is very little difference in preferred methodology; although the proportion who want to be involved / give their views via social media tends to be lower (6%).

- Obviously, the response to this question will be influenced by the fact that the data was collected exclusively via an online survey.

And Finally ….

Q. How much are you looking forward to Christmas this year?

Meh!	12%
I am dreading Christmas	12%
I don't celebrate Christmas	6%
I am looking forward to spending time with family / friends	66%
I am so excited – I can't wait	5%

- This Christmas, nearly three quarters of respondents (71%) are either looking forward to spending time with family / friends (66%) or so excited they can't wait (5%).
- However, nearly a quarter (23%) either feel "meh" about Christmas (12%) or actually dreading it (12%).
- 6% of respondents say that they do not celebrate Christmas.

Financial Stability Tracker

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

Keeping up with bills / credit commitments without any difficulties	41%
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	14%
Falling behind with some bills / credit commitments	3%
Having real financial problems, have fallen behind with many bills / credit commitments	2%
Don't have any bills / credit commitments	1%
Don't know / prefer not to say	4%

- The majority of respondents (76%) are either keeping up without any difficulties (41%) or only struggling occasionally (35%).
- 19% find it a constant struggle to keep up (14%), are falling behind financially (3%) or are having real financial problems (2%).

	Mar 2022	**May 2022**	**Jul 2022**	**Aug 2022**	**Oct 2022**	**Nov 2022**	**Change from March 22**
Keeping up with bills / credit commitments without any difficulties	45%	43%	42%	36%	40%	41%	-4%
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	37%	32%	38%	39%	35%	+2%
Keeping up with bills / credit commitments, but it is a constant struggle	10%	10%	13%	14%	14%	14%	+4%
Falling behind with some bills / credit commitments	3%	3%	4%	5%	3%	3%	-
Having real financial problems, have fallen behind with many bills / credit commitments	3%	2%	1%	1%	1%	2%	-1%
Don't have any bills / credit commitments	2%	1%	1%	2%	1%	1%	-

- Compared to March 2022:
    - There has been a 4-percentage point <u>fall</u> in the proportion of respondents who are keeping up with bills / credit commitments without any difficulties.
    - Conversely, there has been a 4-percentage point <u>increase</u> in the proportion of respondents who are keeping up with bills / credit commitments, but it is a constant struggle.
    - There has also been a 2-percentage point <u>increase</u> in the proportion of respondents who are keeping up with bills / credit commitments, but it is a struggle from time to time.

	Total	**< £15,000**	**£15,000 - £29,999**	**£30,000 - £44,999**	**£45,000 - £69,999**	**Over £70,000**
Keeping up with bills / credit commitments without any difficulties	41%	27%	36%	51%	51%	56%
Keeping up with bills / credit commitments, but it is a struggle from time to time	35%	29%	37%	34%	41%	41%
Keeping up with bills / credit commitments, but it is a constant struggle	14%	25%	16%	12%	7%	3%
Falling behind with some bills / credit commitments	3%	4%	5%	1%	0%	0%
Having real financial problems, have fallen behind with many bills / credit commitments	2%	7%	2%	0%	0%	0%
Don't have any bills / credit commitments	1%	1%	1%	0%	0%	0%
Don't know / prefer not to say	4%	7%	3%	1%	0%	1%

Unsurprisingly:

- Respondents who live in households with a household income of less than £15,000 are:
    - <u>Less</u> likely than average to say they are keeping up with bills / credit commitments without any difficulties (27%).
    - <u>More</u> likely than average to say that is a constant struggle (25%), or they are having real financial problems and falling behind with many bills / commitments (7%).

- Respondents who live in households with a household income of over £30,000 are:
    - <u>More</u> likely than average to say they are keeping up with bills / credit commitments without any difficulties (52% average).

- Specifically, respondents who live in households with a household income of over £45,000 are:
    - <u>Less</u> likely than average to say that they are keeping up with bills / credit commitments, but it is a constant struggle (6% average)

- Interestingly, the data suggests that those respondents who live in households with a higher household income are more likely to say they *know* how they are coping, and to tell us.