



People's Panel VOX POP

August 2025

Analysis Report

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Introduction and Methodology

Introduction

This survey was conducted between August and September 2025. Questions covered the following topics:

- Happiness and Wellbeing
- Skills for Every Day Life
- Contacting Residents in Emergencies
- Technology and Online Safety
- Financial Stability Tracker

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

<https://data.hull.gov.uk/panel/results/>

Methodology

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

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

Response Rate

Method	Count	%
Member	881	74.3%
Non-Member	305	25.7%
Total	1186	

Local Authority Residence	Count	%
Hull	1050	88.5%
- West Area	235	19.8%
- North Area	455	38.4%
- East Area	350	29.5%
- Hull But Unknown Area	10	0.8%
East Riding	121	10.2%
Not Hull or East Riding	5	0.4%
No Postcode Provided	10	0.8%
Total	1186	

1,050 responses came from residents with a Hull postcode.

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

This means that any figures reported for Hull have a confidence interval of 3.02% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.02 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 (1050)		Hull Pop	Weighted Sample
Gender	Female (inc. MTF)	529	50.5%	49.9%	47.7%
	Male (inc. FTM)	515	49.1%	50.1%	51.1%
	Other / non-binary	4	0.4%	-	1.2%
LLTI (impairment or illness)	No	538	51.3%	76.7%	70.1%
	Yes	511	48.7%	23.3%	29.9%
Age group	16-34	38	3.7%	33.7%	18.1%
	35-44	86	8.3%	17.8%	21.9%
	45-54	162	15.6%	14.4%	19.5%
	55-64	263	25.3%	14.7%	17.3%
	65-74	338	32.5%	10.7%	13.3%
	75+	154	14.8%	8.7%	10.0%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	49	4.7%	15.0%	12.4%
	White British	999	95.3%	85.0%	87.6%

Note: Responses are not weighted geographically. The People's Panel is a citywide survey, and it is not possible to produce ward level results

Average Score Analysis:

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

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

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

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

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

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

Executive Summary

Happiness and Wellbeing

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

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

This now includes feelings of stress / anxiety, which although much more closely split than other measures, now have a significantly higher proportion who do not feel stressed or anxious (38%) than do feel stressed or anxious (33%).

Compared to when the same question was asked one year ago in the People's Panel, levels of wellbeing tend to be lower.

Respondents now feel significantly less worthwhile (- 7pp), less hopeful (- 6pp), and less happy (- 5pp). However, more positively, respondents do also feel less anxious / stressed (- 6pp).

Compared to when the same question was asked two years ago in the People's Panel, levels of wellbeing tend to be higher.

Respondents now feel significantly less anxious / stressed (- 6pp), more healthy (+ 5pp), more worthwhile (+5pp), more hopeful (+ 5pp), and less unhappy (- 4pp).

Skills For Everyday Life

Respondents were provided with a list of seven skills for everyday life and asked to rate their level of ability / knowledge in those areas.

The significant majority of respondents rate their skills at spelling, grammar, and writing (80%), navigation and directions (73%), cooking, preserving, and storing food (72%), and mental arithmetic (68%) as good or very good.

Although a smaller proportion, over half of respondents also rate their skills at first aid and care (58%), and DIY and basic home repairs (52%) as good or very good.

The notable exception was needlework / clothing repairs, where the proportion of respondents who rate their skill as good or very good (37%) is the same as the proportion who rate their skill as poor or very poor (37%).

Respondents were then given the same list and asked how important they feel each skill is in the 21st century.

The majority of respondents believe that cooking, preserving, and storing food (77%), first aid and care (68%), spelling, grammar, and writing (60%), and DIY and basic home repairs (54%), are essential skills / knowledge in the 21st century.

The proportion of respondents who think that mental arithmetic is an essential skill in the 21st century (48%) is similar to the proportion who think that it is important but not essential (46%).

The majority of respondents believe that needlework / clothing repairs (56%) and navigation and directions (54%) are important but not essential skills / knowledge in the 21st century:

Finally, respondents were provided with a list of twenty tasks, and asked to rate how confident they are doing each. These ranged in complexity, and were thought, at one time, to be essential life skills.

For the majority of these tasks, respondents are significantly more likely to feel confident (a rating of 4 or 5) than feel unconfident (a rating of 1 or 2).

In particular, respondents are most likely to feel confident (a rating of 4 or 5) at making a bed with sheets, rather than a duvet (87%), writing a formal / business letter (86%), ironing a shirt (85%), knowing what you can and cannot freeze (77%), cooking an unplanned meal from scratch (74%), reading a map to navigate (73%), and treating a burn or scald (73%).

However, respondents are significantly more likely to feel unconfident (a rating of 1 or 2) than feel confident (a rating of 4 or 5) at identifying edible plants (49% unconfident vs 26% confident), and building / lighting a fire (43% unconfident vs 36% confident).

The proportion of respondents who feel confident wallpapering (40%) is similar to the proportion who feel unconfident (42%).

Contacting Residents in Emergencies

Just 21% of respondents agree or strongly agree that they feel well informed about the actions the council would take in the event of an emergency.

Conversely, 50% of respondents agree or strongly agree that they feel well informed about the actions that they should take in the event of an emergency, and two thirds of respondents (65%) agree or strongly agree that they feel fully prepared to act to keep themselves / their family safe in the event of an emergency.

The significant majority of respondents (88%) think that, in the event of an ongoing emergency, or severe disruption, Hull City Council should use the email or mobile phone number information we hold about residents for other purposes (such as Council Tax etc.) to contact residents with information and / or advice to help keep them safe.

Just 3% of respondents think Hull City Council should not do this.

Respondents were then given eleven specific examples of the types of information and / or advice that Hull City Council might contact respondents with and asked if they believed that contact information should be used in this way.

98% of respondent think that Hull City Council should email or text local people about at least one of the things listed.

The significant majority of respondents think that Hull City Council should email or text local people about things specifically related to emergencies or severe disruption.

This includes:

- How / where to access help during an emergency, such as access to sandbags during flooding (93%)
- Information and updates about any declared emergency, including actions you may need to take (85%)

- What to do in an emergency - for example, severe weather (78%)
- Location / availability of emergency shelters (76%)
- Temporary closures or suspension of essential services for whatever reason (75%)
- Any severe disruption caused by, for example, a road accident, spillage, or other major incident etc. (71%)
- Information and updates about the outbreak of contagious diseases (71%)

However, less than half of respondents think that Hull City Council should email or text local people about things not related to emergencies or severe disruption including advice on health issues, for example, staying cool during a heatwave or warm in winter (35%), information and advice on avoiding becoming a victim of crime, including cybercrime (41%), and reminders about elections being held, such as a reminder on the day of an election (41%).

The significant majority of respondents (83%) state that they would be very likely (24%) or likely (59%) to act on any advice emailed or texted to them by Hull City Council.

And half of respondents (51%) state that they would trust the information emailed or texted to them by Hull City Council all the time; with the majority of remaining respondents (45%) stating they would trust the information some of the time.

Respondents were then given the same eleven examples of the types of information and / or advice that Hull City Council might contact respondents with and asked by what channel they would prefer to receive this.

Text is the preferred channel for receiving all emergency type information which respondents are more likely to want to receive.

Email is the preferred channel for receiving all less urgent information which respondents are less likely to want to receive.

Finally, two thirds of respondents (62%) state that they would strongly trust (13%) or trust (49%) Hull City Council to store and use their contact information in special circumstances as outlined.

Technology and Online Safety

Two thirds of respondents (61%) state that they strongly support (40%) or support (24%) the new Online Safety Act.

However, despite the high level of support for the new Online Safety Act, over half of respondents (58%) think that it will not be effective at all (24%) or not be very effective (34%).

Only 16% of respondents have been blocked from content online under the Online Safety Act that, as far as they know, should not be covered by the new rules.

70% of respondents believe that, after speaking or texting about a particular subject or product, they have received targeted advertising / text messages (including scams) on the same subject.

Two thirds of respondents (64%) believe a smart phone can and does listen to conversations without being prompted, over half of respondents (58%) believe a smart speaker can and does listen to

conversations without being prompted, and nearly half of respondents (43%) believe a tablet can and does listen to conversations without being prompted.

96% of respondents have personally received scam texts, emails, or phone calls; and 9% have personally lost money because of a scam.

Around a quarter of respondents know a family member or friend who has received scam texts, emails, or phone calls; and 12% know a family member or friend who has lost money because of a scam.

Over two thirds of respondents (64%) have received a product / service scam; an attempt to mislead a person into paying for a product or service that is fake, non-existent, or not as described, often using fake websites, deceptive emails, social media ads, or high-pressure tactics like "fake order" confirmations and unsolicited cold calls.

Over a third of respondents have also received impersonation scams (43%), unexpected money scams (43%), investment scams (39%) and / or jobs and employment scams (36)

Financial Stability Checker

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

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

18% find it a constant struggle to keep up (13%), are falling behind financially (4%) or are having real financial problems (1%).

Compared to when the same question was asked one year ago in the People's Panel there has been a significant increase (+ 5pp) in the proportion of respondents who are keeping up without any difficulties

Compared to when the same question was asked two years ago in the People's Panel, there has been both a significant increase (+ 4pp) in the proportion of respondents who are keeping up without any difficulties and a significant decrease (- 3pp) in the proportion of respondents who are having real financial problems and have fallen behind with many bills / credit commitments.

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	5%	15%	25%	35%	17%
Healthy	4%	16%	31%	39%	10%
Lonely	31%	23%	26%	15%	5%
Anxious / Stressed	14%	24%	30%	25%	8%
Worthwhile	5%	12%	32%	30%	21%
Optimistic	7%	18%	31%	31%	14%
Hopeful	6%	16%	30%	32%	15%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Aug 2023	One Year Ago Aug 2024	Aug 2025
Happy	65%	51%	50%	58%	52%
Healthy	51%	50%	44%	48%	49%
Not Lonely	58%	50%	55%	59%	54%
Not Stressed / Anxious	36%	31%	35%	32%	38%
Worthwhile	56%	50%	46%	58%	51%
Optimistic	-	-	41%	49%	45%
Hopeful	-	-	42%	53%	47%

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Aug 2023	One Year Ago Aug 2024	Aug 2025
Unhappy	14%	23%	24%	19%	20%
Unhealthy	20%	20%	23%	24%	20%
Lonely	23%	26%	20%	19%	20%
Stressed / Anxious	36%	41%	38%	39%	33%
Not worthwhile	14%	15%	18%	14%	17%
Pessimistic	-	-	27%	23%	24%
Not hopeful	-	-	24%	20%	22%

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

This now includes feelings of stress / anxiety, which although much more closely split than other measures, now have a significantly higher proportion who do not feel stressed or anxious (38%) than do feel stressed or anxious (33%).

- Compared to when the same question was asked one year ago in the People's Panel, respondents now feel significantly:

- ▼ Less worthwhile (- 7pp)
- ▼ Less hopeful (- 6pp)
- ▼ Less happy (- 5pp)
- ▼ Less anxious / stressed (- 6pp)

- Compared to two years ago, respondents now feel significantly:

- ▼ Less anxious / stressed (- 6pp)
- ▲ More healthy (+ 5pp)
- ▲ More worthwhile (+ 5pp)
- ▲ More hopeful (+ 5pp)
- ▼ Less unhappy (- 4pp)

Skills for Everyday Life

Q. How would you rate your skills and knowledge in the following areas?

	Very Poor	Poor	Neither	Good	Very Good
Spelling, grammar, and writing	2%	4%	14%	42%	39%
Navigation and directions	2%	8%	17%	41%	32%
Cooking, preserving, storing food	3%	7%	18%	45%	27%
Mental arithmetic	5%	9%	18%	48%	20%
First aid and care	2%	11%	29%	42%	17%
DIY and basic home repairs	10%	18%	21%	39%	13%
Needlework / clothing repairs	16%	21%	26%	28%	9%

- The significant majority of respondents rate their skills at the following as good or very good:**
 - Spelling, grammar, and writing (80%)
 - Navigation and directions (73%)
 - Cooking, preserving, and storing food (72%)
 - Mental arithmetic (68%)
- Although a smaller proportion, over half of respondents also rate their skills at the following as good or very good:**
 - First aid and care (58%)
 - DIY and basic home repairs (52%)
- The proportion of respondents who rate their skill at needlework / clothing repairs as good or very good (37%) is the same as the proportion who rate their skill as poor or very poor (37%).**

Q. And how important do you think these skills and knowledge are in the 21st century?

	Not at all important	Important but not essential	Essential
Cooking, preserving, storing food	0%	23%	77%
First aid and care	0%	32%	68%
Spelling, grammar, and writing	2%	38%	60%
DIY and basic home repairs	1%	45%	54%
Mental arithmetic	6%	46%	48%
Navigation and directions	4%	54%	41%
Needlework / clothing repairs	21%	56%	24%

- The majority of respondents believe that the following skills / knowledge are **essential** in the 21st century:
 - Cooking, preserving, and storing food (77%)
 - First aid and care (68%)
 - Spelling, grammar, and writing (60%)
 - DIY and basic home repairs (54%)
- The proportion of respondents who think that mental arithmetic is **essential** skill in the 21st century (48%) is similar to the proportion who think that it is **important but not essential** (46%).
- The majority of respondents believe that the following skills / knowledge are **important but not essential** in the 21st century:
 - Needlework / clothing repairs (56%)
 - Navigation and directions (54%)

Q. How confident would you be doing the following tasks?

	1 Not at all confident	2	3	4	5 Very confident
Making a bed with sheets	2%	3%	8%	21%	66%
Ironing a shirt	2%	3%	10%	21%	65%
Writing a formal / business letter	3%	2%	9%	27%	59%
Knowing what you can and cannot freeze	1%	7%	16%	30%	47%
Cooking an unplanned meal from scratch	6%	8%	13%	23%	50%
Reading a map to navigate	5%	8%	13%	25%	48%
Treating a burn or scald	2%	8%	17%	32%	41%
Tying a necktie	10%	7%	11%	16%	56%
Treating insect bites and stings	3%	7%	18%	34%	39%
Unblocking a sink or drain	4%	7%	16%	35%	38%
Calculating a tip in your head	6%	8%	15%	25%	45%
Reducing a fever	4%	9%	20%	36%	32%
Making a basic white sauce	18%	17%	16%	16%	34%
Repairing / altering clothing	14%	15%	23%	21%	26%
Putting up shelves	19%	15%	16%	23%	28%
Fixing a bicycle puncture	15%	19%	19%	19%	27%
Jump starting a car	23%	14%	14%	18%	32%
Wallpapering	28%	14%	18%	20%	20%
Building / lighting a fire	24%	19%	21%	16%	20%
Identifying edible plants	26%	24%	25%	18%	7%

- **For the majority of these tasks, respondents are significantly more likely to feel confident (a rating of 4 or 5) than feel unconfident (a rating of 1 or 2).**
- **Respondents are most likely to feel confident (a rating of 4 or 5) at:**
 - Making a bed with sheets (87%)
 - Writing a formal / business letter (86%)
 - Ironing a shirt (85%)
 - Knowing what you can and cannot freeze (77%)
 - Cooking an unplanned meal from scratch (74%)
 - Reading a map to navigate (73%)
 - Treating a burn or scald (73%)
- **However, respondents are significantly more likely to feel unconfident (a rating of 1 or 2) than feel confident (a rating of 4 or 5) at the following tasks:**
 - Identifying edible plants (49% unconfident vs 26% confident)
 - Building / lighting a fire (43% unconfident vs 36% confident)
- **And the proportion of respondents who feel confident wallpapering (40%) is similar to the proportion who feel unconfident (42%).**

Contacting Residents in Emergencies

Q. How much do you agree with the following?

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
I am well informed about the actions that the Council would take in the event of an emergency	15%	29%	35%	18%	3%
I am well informed about the actions that I should take in the event of an emergency	7%	18%	26%	37%	13%
I am fully prepared to act to keep myself / my family safe in an emergency	4%	9%	21%	42%	23%

- **Just 21% of respondents agree or strongly agree that they feel well informed about the actions the council would take in the event of an emergency.**

This is significantly lower than the proportion of respondents who disagree or strongly disagree that they feel well informed about the actions the council would take in the event of an emergency (44%).

- **Conversely, 50% of respondents agree or strongly agree that they feel well informed about the actions that they should take in the event of an emergency.**

This is significantly higher than the proportion of respondents who disagree or strongly disagree that they feel well informed about the actions that they should take in the event of an emergency (24%).

- **Two thirds of respondents (65%) agree or strongly agree that they feel fully prepared to act to keep themselves / their family safe in the event of an emergency.**

This is significantly higher than the proportion of respondents who disagree or strongly disagree that they feel fully prepared to act to keep themselves / their family safe in the event of an emergency (14%).

Q. In the event of an ongoing emergency, or severe disruption, do you think Hull City Council should use the email or mobile phone number information we hold about you for other purposes (as described previously) to contact you with information and / or advice to help keep you safe, or to help reduce risks to you and your family?

Yes	88%
No	3%
Not sure / don't know	29%

- **The significant majority of respondents (88%) think that, in the event of an emergency, Hull City Council should use the email or mobile phone number information we hold to contact residents with information and / or advice to help keep them safe.**

Just 3% of respondents think Hull City Council should not do this.

Q. Which, if any of the following do you think the Council should email or text local people about?

How / where to access help during an emergency, such as access to sandbags during flooding	93%
Information and updates about any declared emergency, including actions you may need to take	85%
What to do in an emergency - for example, severe weather	78%
Location / availability of emergency shelters	76%
Temporary closures or suspension of essential services for whatever reason	75%
Any severe disruption caused by, for example, a road accident, spillage, or other major incident etc.	71%
Information and updates about the outbreak of contagious diseases	71%
Advice on disease control measures - for example travel restrictions	50%
Reminders about elections being held such as a reminder on the day of an election	41%
Information and advice on avoiding becoming a victim of crime, including cybercrime	41%
Advice on health issues, for example, staying cool during a heatwave or warm in winter	35%
Other	3%
None of these / do not think the council should do this	2%

- **98% of respondent think that Hull City Council should email or text local people about at least one of the things listed.**
- **The significant majority of respondents think that Hull City Council should email or text local people about:**
 - How / where to access help during an emergency, such as access to sandbags during flooding (93%)
 - Information and updates about any declared emergency, including actions you may need to take (85%)
 - What to do in an emergency - for example, severe weather (78%)
 - Location / availability of emergency shelters (76%)
 - Temporary closures or suspension of essential services for whatever reason (75%)
 - Any severe disruption caused by, for example, a road accident, spillage, or other major incident etc. (71%)
 - Information and updates about the outbreak of contagious diseases (71%)
- **However, less than half of respondents think that Hull City Council should email or text local people about:**
 - Advice on health issues, for example, staying cool during a heatwave or warm in winter (35%)
 - Information and advice on avoiding becoming a victim of crime, including cybercrime (41%)
 - Reminders about elections being held such as a reminder on the day of an election (41%)

Q. How likely do you think it is that you would act on advice emailed or texted to you by Hull City Council (assuming that it was relevant to you or your situation)?

Very unlikely	3%
Unlikely	2%
Neither	13%
Likely	59%
Very likely	24%

- **The significant majority of respondents (83%) state that they would be very likely (24%) or likely (59%) to act on any advice emailed or texted to them by Hull City Council.**

Just 5% of respondents would be very unlikely (3%) or unlikely (2%) to act on any advice emailed or texted to them by Hull City Council.

Q. Overall, would you trust the information and advice that Hull City Council emailed or texted you?

Yes, all the time	51%
Yes, some of the time	45%
No	4%

- **Half of respondents (51%) state that they would trust the information emailed or texted to them by Hull City Council all the time, and the majority of remaining respondents (45%) would trust the information some of the time.**

Just 4% of respondents would not trust (3%) the information emailed or texted to them by Hull City Council.

Q. How would you prefer to receive information about the following, given that some of the information may be time critical (i.e. about something happening now or is about to happen) and some not.

	Text	WhatsApp	HCC Mobile App	Email	Social Media	Don't Want to Receive
How / where to access help during an emergency, such as access to sandbags during flooding	50%	14%	7%	23%	4%	1%
Information and updates about any declared emergency, including actions you may need to take	56%	14%	5%	18%	5%	3%
What to do in an emergency - for example, severe weather	44%	14%	7%	22%	6%	6%
Location / availability of emergency shelters	46%	12%	8%	24%	6%	4%
Temporary closures or suspension of essential services for whatever reason	46%	13%	6%	24%	8%	3%
Any severe disruption caused by, for example, a road accident, spillage, or other major incident etc.	45%	13%	7%	19%	10%	6%
Information and updates about the outbreak of contagious diseases	39%	12%	7%	26%	11%	7%
Advice on disease control measures - for example travel restrictions	26%	10%	9%	31%	11%	13%
Reminders about elections being held such as a reminder on the day of an election	26%	8%	7%	25%	7%	27%
Information and advice on avoiding becoming a victim of crime, including cybercrime	19%	7%	9%	33%	14%	19%
Advice on health issues, for example, staying cool during a heatwave or warm in winter	19%	8%	8%	27%	12%	27%

- **Text is the preferred channel for receiving all emergency type information which respondents are more likely to want to receive, namely:**
 - How / where to access help during an emergency, such as access to sandbags during flooding
 - Information and updates about any declared emergency, including actions you may need to take
 - What to do in an emergency - for example, severe weather
 - Location / availability of emergency shelters
 - Temporary closures or suspension of essential services for whatever reason
 - Any severe disruption caused by, for example, a road accident, spillage, or other major incident etc.
 - Information and updates about the outbreak of contagious diseases.
- **Email is the preferred channel for receiving all less urgent information which respondents are less likely to want to receive, namely:**
 - Advice on disease control measures - for example travel restrictions
 - Reminders about elections being held such as a reminder on the day of an election
 - Information and advice on avoiding becoming a victim of crime, including cybercrime
 - Advice on health issues, for example, staying cool during a heatwave or warm in winter

Q. Overall, how much do you trust Hull City Council to store and use your contact information in special circumstances as outlined above?

Strongly distrust	4%
Distrust	5%
Neither	30%
Trust	49%
Strongly trust	13%

- **Two thirds of respondents (62%) state that they would strongly trust (13%) or trust (49%) Hull City Council to store and use their contact information in special circumstances as outlined.**

Just 9% of respondents would strongly distrust (4%) or distrust (4%) Hull City Council to do this.

Technology and Online Safety

Q. How much do you support the new Online Safety Act?

Strongly oppose	10%
Oppose	9%
Neither	17%
Support	24%
Strongly support	40%

- **Two thirds of respondents (61%) state that they strongly support (40%) or support (24%) the new Online Safety Act.**

19% of respondents strongly oppose (10%) or oppose (9%) the new Online Safety Act.

Q. And how effective do you think these new rules will be at preventing those younger than 18 from accessing adult content?

Not at all effective	24%
Not very effective	34%
Fairly effective	29%
Very effective	6%
Don't know	8%

- **Despite the high level of support for the new Online Safety Act, over half of respondents (58%) think that it will not be effective at all (24%) or not be very effective (34%).**

35% of respondents think the new Online Safety Act will be fairly effective (29%) or very effective (6%).

Q. Have you been blocked from content that, as far as you know, should not be covered by the new rules?

Yes, I have	16%
No, I have not	79%
Prefer not to say	5%

- **The significant majority of respondents (79%) have not been blocked from content that, as far as they know, should not be covered by the new rules.**

16% have been blocked from content that, as far as they know, should not be covered by the new rules.

Q. Have you ever received, after speaking or texting about a particular subject or product, targeted advertising / text messages (including scams) on the same subject?

Yes, I believe I have	70%
No, I do not believe I have	23%
Don't know	7%

- **70% of respondents believe they have received, after speaking or texting about a particular subject or product, targeted advertising / text messages (including scams) on the same subject.**

23% of respondents believe they have not received, after speaking or texting about a particular subject or product, targeted advertising / text messages (including scams) on the same subject.

Q. Do you think that any of the following devices can or do actively listen to conversations without being prompted?

	Can, but does not	Can and does	Cannot	Don't know
Laptop	21%	30%	13%	36%
Tablet	15%	43%	8%	35%
Smart phone	13%	64%	4%	20%
Smart speaker	9%	58%	4%	28%
Other smart device	11%	27%	11%	52%

- **Two thirds of respondents (64%) believe a smart phone can and does listen to conversations without being prompted.**
- **Over half of respondents (58%) believe a smart speaker can and does listen to conversations without being prompted.**
- **Nearly half of respondents (43%) believe a tablet can and does listen to conversations without being prompted.**

Q. Have you or someone you know ever received scam texts, emails, or phone calls?

Q. Have you / someone you know lost money because of a scam?

	Received	Lost Money
Me	96%	9%
A family member	27%	12%
A friend	22%	12%
No	2%	-

- **98% of respondents have either personally received scam texts, emails, or phone calls, or know a family member or friend who has.**
- **96% of respondents have personally received scam texts, emails, or phone calls; and 9% have personally lost money because of a scam.**

Around a quarter of respondents know a family member or friend who has received scam texts, emails, or phone calls; and 12% know a family member or friend who has lost money because of a scam.

Q. Which of the following types of scam have you / someone you know received?

Product / service	67%
Impersonation scam	43%
Unexpected money	43%
Investment	39%
Jobs and employment	36%
Threat / extortion	26%
Online dating / romance	15%
Don't know the details	6%
Other	5%
Prefer not to say	1%

- **Over two thirds of respondents (64%) have received a product / service scam; an attempt to mislead a person into paying for a product or service that is fake, non-existent, or not as described, often using fake websites, deceptive emails, social media ads, or high-pressure tactics like "fake order" confirmations and unsolicited cold calls.**

Over a third of respondents have also received the following types of scams:

- Impersonation scam (43%): when an individual pretends to be a trusted person or organization to trick a person into sending money or revealing sensitive personal information.
- Unexpected money (43%): when an individual contacts a person claiming they have received an accidental overpayment or won a prize, and then tries to trick them into sending money, often by having them return the "extra" funds.
- Investment (39%): a fraudulent scheme designed to trick people into giving their money to criminals for fake or non-existent investments, often with promises of high returns and little to no risk.
- Jobs and employment (36%): a fraudulent scheme where criminals impersonate legitimate employers or recruiters to trick job seekers into revealing personal information, paying fees for non-existent jobs, or performing tasks that benefit the scammer, leading to financial loss or identity theft.

Financial Stability Tracker

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

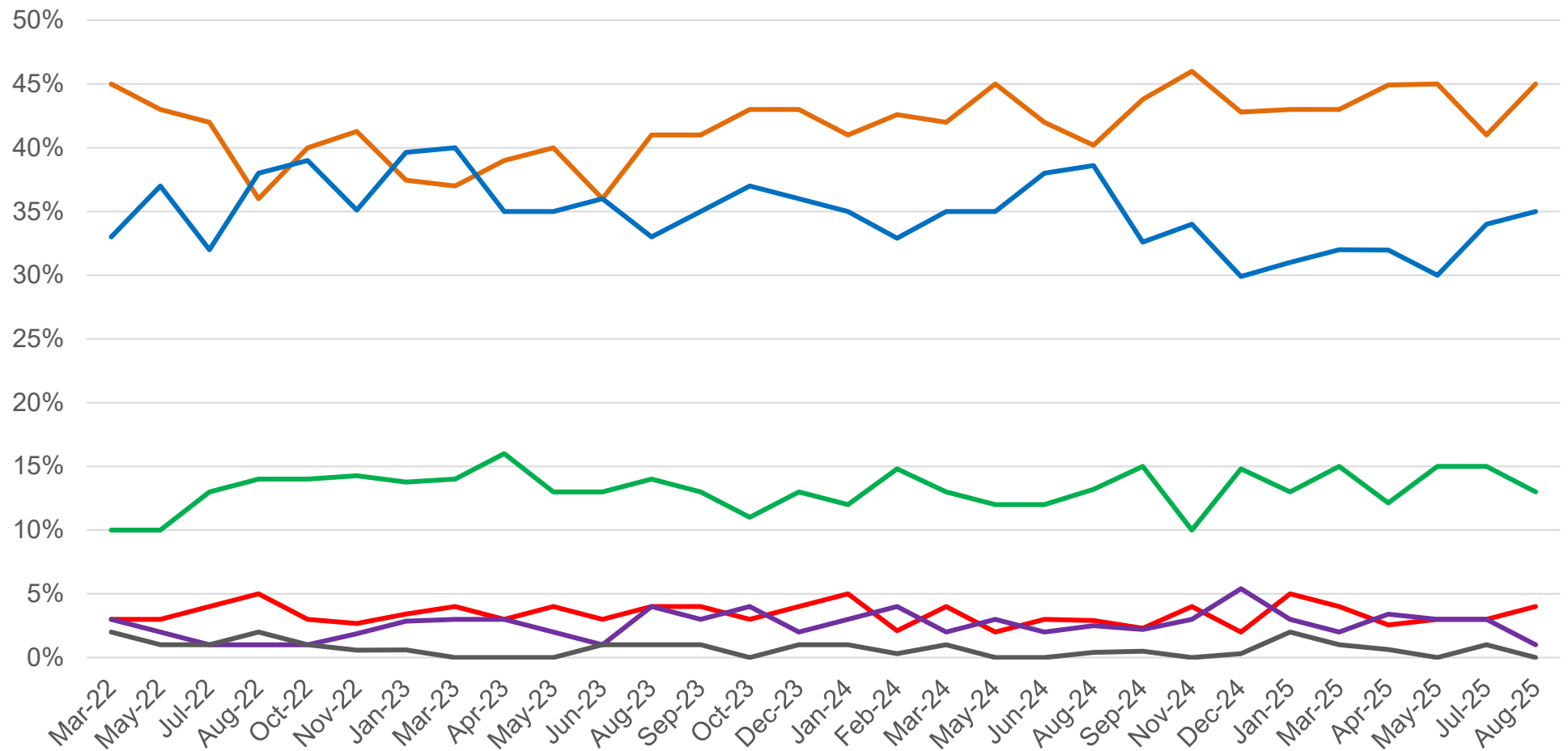
	Two Year Ago Aug 23	One Year Ago Aug 24	August 2025	Change from Aug 23	Change from Aug 24
Keeping up with bills / credit commitments without any difficulties	41%	40%	45%	▲	▲
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	39%	35%	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a constant struggle	14%	13%	13%	No Sig Change	No Sig Change
Falling behind with some bills / credit commitments	4%	3%	4%	No Sig Change	No Sig Change
Having real financial problems, have fallen behind with many bills / credit commitments	4%	3%	1%	No Sig Change	No Sig Change
Don't have any bills / credit commitments	1%	0%	0%	No Sig Change	No Sig Change

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

18% find it a constant struggle to keep up (13%), are falling behind financially (4%) or are having real financial problems (1%).

< 1% of respondents state that they do not have any bills or credit commitments.

- Compared to when the same question was asked one year ago in the People's Panel there has been:
 - ▲ A significant increase (+ 5pp) in the proportion of respondents who are keeping up without any difficulties
 - Compared to when the same question was asked two years ago in the People's Panel there has been:
 - ▲ A significant increase (+ 4pp) in the proportion of respondents who are keeping up without any difficulties
 - ▼ A significant decrease (- 3pp) in the proportion of respondents who are having real financial problems and have fallen behind with many bills / credit commitments



- Keeping up with bills / credit commitments without any difficulties
- Keeping up with bills / credit commitments, but it is a struggle from time to time
- Keeping up with bills / credit commitments, but it is a constant struggle
- Falling behind with some bills / credit commitments
- Having real financial problems, have fallen behind with many bills / credit commitments
- Don't have any bills / credit commitments