people's panel
making your voice count

People's Panel VOX POP
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Analysis Report

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Contents

Executive Summary

Happiness and Wellbeing

Residents continue to report generally positive wellbeing outcomes. A majority of respondents say they do not feel lonely (58%), are happy (56%), optimistic (56%), feel that the things they do are worthwhile (52%), are hopeful (49%), and feel healthy (48%).

Stress and anxiety remain the least positive wellbeing measure, with 29% reporting that they feel stressed or anxious compared with 34% who do not.

Compared with 2025, the proportion of respondents who do not feel hopeful has fallen significantly from 22% to 17%.

Looking over the longer term, the proportion of respondents reporting that they feel stressed or anxious has fallen from 39% in 2024 to 29% in 2026.

Overall, the findings suggest that resident wellbeing remains positive and stable, with improvements in hopefulness and anxiety levels compared with previous surveys.

The Summer Heatwave

Residents were divided in their views of the 2026 summer heatwave, with 38% saying they enjoyed the hotter temperatures and 41% saying they did not.

Compared with the 2022 heatwave, enjoyment of hotter temperatures has declined significantly, falling from 42% to 38%, while the proportion of respondents who felt neutral towards the hotter temperatures has increased from 17% to 21%. The proportion who did not enjoy the hotter temperatures has remained unchanged at 41%.

Residents were also significantly more concerned about the recent heatwave than they were in 2022. The proportion reporting that they felt worried during the heatwave increased from 28% to 44%, while the proportion who were not worried fell from 50% to 34%. This represents a reversal of the position in 2022, when respondents were more likely to say they were not worried.

The heatwave also had a greater impact on residents' daily lives. The proportion who reported changing some of their plans because of the hot weather increased significantly from 47% to 55%, while the proportion who did not change any of their plans fell from 53% to 45%.

Open-text responses indicate that residents frequently adjusted their routines to cope with the heatwave. Common responses included staying indoors during the hottest parts of the day, reducing physical activity, avoiding unnecessary travel, seeking shade or air-conditioned spaces, and changing the timing of work, exercise and other day-to-day activities.

Overall, the findings suggest that residents are becoming less positive about periods of extreme heat and more concerned about their impact on day-to-day life.

Climate Change and The Nature Emergency

Attitudes to Climate Change and the Nature Emergency

Respondents overwhelmingly accept that extreme weather is likely to become more common in future. Almost all respondents (96%) believe that society will need to learn to deal with more extreme weather in future, with 71% believing that this type of weather will occur a lot more often.

Compared with 2022, the proportion who believe extreme weather will occur a lot more often has increased significantly from 62% to 71%, while the proportion who believe it will occur a bit more often has fallen from 33% to 25%. Views that extreme weather is rare and will remain rare remain very low (4%).

Most respondents (92%) believe that higher temperatures, drought and flooding are caused either completely (55%) or partly (37%) by climate change. Compared with 2022, there has been a significant fall in the proportion attributing these events partly to climate change, from 43% to 37%, while views at either end of the scale have remained broadly stable.

Respondents demonstrate strong support for collective responsibility in tackling climate change and the nature emergency. Four in five (80%) agree that people have a duty to do what they can, 82% agree that businesses should take more responsibility, and 70% agree that the Government has responsibility for addressing these issues.

Many respondents also indicate that additional support would encourage further action. Over half say they would do more if it was easier (53%), while half say they would do more if there were incentives or financial savings (50%).

Opinion is less clear on whether Hull is making progress quickly enough to tackle climate change and the nature emergency. Half of respondents (50%) neither agree nor disagree that the city is making sufficient progress, compared with 22% who agree and 18% who disagree.

Resident Behaviours and Contributions

Many residents already report adopting environmentally responsible behaviours. Recycling and waste reduction behaviours are particularly widespread, with 95% regularly separating household waste, 91% using reusable bags, bottles or containers, 90% switching off lights and appliances when not in use, and 87% actively avoiding food waste.

Actions requiring greater financial investment are less common. While 22% report having already improved their home's insulation, only 6% have installed solar panels, 6% have purchased an electric vehicle, 5% have installed an EV charger, and 1% have installed a heat pump.

Looking ahead, residents are generally unlikely to install low-carbon technologies within the next five years. Improving home insulation is viewed most favourably, with 31% likely to undertake this improvement, followed by installing solar panels (25%) and purchasing an electric vehicle (23%). Installing a heat pump is viewed least favourably, with 72% unlikely to do so.

Almost all respondents (98%) identify at least one barrier to making household changes. Cost is by far the most significant barrier, cited by more than three quarters of respondents (77%). Other commonly cited barriers include the suitability of their property (30%), renting or lacking decision-making power over their home (21%), and limited knowledge of available technologies (14%).

Open-text responses further highlight concerns around affordability, the suitability of older housing stock, leasehold and rental arrangements, limited EV charging infrastructure, and uncertainty regarding the costs and benefits of emerging technologies.

Overall, the findings suggest that while residents are willing to adopt lower-cost environmental behaviours, financial, practical and property-related barriers are limiting the uptake of larger-scale household improvements.

Resident Priorities

Residents place greatest priority on practical measures that improve homes, strengthen environmental resilience and enhance the local environment.

The highest priorities identified for Hull's Climate and Nature Strategy are making homes more energy efficient and affordable to heat (55%), creating and protecting green spaces, habitats and biodiversity (53%), and improving resilience to flooding, coastal erosion and extreme heat (51%).

Other priorities include improving public transport and active travel (45%), reducing waste and increasing recycling, reuse and repair (42%), reducing emissions from buildings (40%), and supporting low-carbon energy generation (38%).

When asked to consider trade-offs between environmental, social and economic challenges, respondents most commonly selected the midpoint between the options presented. However, where a preference was expressed, respondents were more likely to prioritise both environmental challenges and social challenges above economic challenges.

Open-text responses reinforced this balanced approach, with many respondents emphasising that environmental, social and economic issues are closely interconnected and should be addressed together rather than treated as competing priorities. Residents also highlighted the importance of affordability, support for vulnerable households, improved public transport, flood resilience, and protecting green spaces and biodiversity.

Overall, the findings suggest that residents favour a balanced approach to tackling climate change and the nature emergency, while placing particular importance on making homes more affordable and resilient, protecting the natural environment, and preparing the city for the impacts of extreme weather.

Benefits of Tackling Climate Change and the Nature Emergency

Almost all respondents (97%) believe there are benefits to tackling climate change and the nature emergency.

The most commonly identified benefits are protecting water supplies (64%) and protecting food supplies (55%). Around one third also identify creating more green spaces, trees and shade (33%), reducing flood risk from rivers (32%) and taking action now to save money in the future (32%) as important benefits.

Flood resilience features prominently throughout responses, with respondents also identifying benefits from reducing flood risk from rainfall events (30%), the sea (24%) and future financial costs associated with flooding (22%).

Respondents also recognise benefits associated with protecting vulnerable people during extreme weather (24%) and making homes, schools and workplaces more manageable during periods of high temperatures.

Similarly, 94% identify benefits from reducing greenhouse gas emissions and achieving net zero. The most commonly selected benefits are reducing climate-related risks such as extreme weather (63%), improving quality of life for future generations (57%), improving air quality (54%), reducing pressure on health services (40%) and improving energy security through reduced reliance on fossil fuels (38%).

Open-text responses reinforced many of these findings, with respondents highlighting the importance of protecting wildlife, biodiversity and natural habitats, alongside safeguarding resources for future generations. However, some respondents expressed reservations about the concept of net zero, questioning its affordability, fairness or effectiveness without greater action from larger emitting countries, despite generally recognising the benefits of reducing greenhouse gas emissions.

Overall, residents associate climate and nature action most strongly with protecting essential resources, reducing future risks and improving resilience. While there is broad recognition of the benefits of environmental action, views are more mixed on the role and practicality of net zero as a policy objective.

Household Finances Tracker

Most respondents report that they are managing financially, with 40% keeping up with household bills and credit commitments without any difficulties and a further 37% keeping up, although struggling from time to time. Overall, 78% of respondents report being financially stable.

However, almost one in five respondents (19%) report experiencing financial difficulties. This includes 14% who say keeping up with bills is a constant struggle, 3% who are falling behind with some bills or credit commitments, and 2% who report having real financial problems.

Compared with 2025, the proportion of respondents keeping up with bills and credit commitments without any difficulties has decreased significantly from 45% to 40%. However, compared with 2024, there has been no significant change in residents' overall financial position.

Overall, the findings suggest that while most residents continue to manage their household finances, a substantial minority remain under financial pressure, and the proportion reporting no financial difficulties has fallen over the past year.

Would You Rather?

The strongest preference expressed in the survey was for always being an hour early (73%) rather than always being 20 minutes late (6%).

Residents also showed clear preferences for living without movies rather than music (55% versus 13%), being a zookeeper rather than a child minder (55% versus 22%), and being able to speak any language rather than play any instrument (52% versus 28%).

Other notable preferences include having a personal cleaner rather than a personal chef (46% versus 31%), receiving a kilo of cheese rather than chocolate every day (40% versus 26%), and choosing a starter rather than a dessert (46% versus 34%).

Opinion was most evenly divided on finding their true love (37%) or finding their true calling (31%), although respondents remained slightly more likely to favour finding their true love.

Background and Methodology

Introduction

This survey was conducted between August and September 2026. Questions covered the following topics:

- **Happiness and Wellbeing**
- **The Summer Heatwave** – how did it make residents feel, did they change plans, and do we need to be prepared for future similar weather.
- **Climate Change and the Nature Emergency** – whose responsibility is it, what are residents doing to help, what should we prioritise, and what are the benefits?
- **Household Finance Tracker**
- **Would You Rather?**

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 2026. 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 5,500 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	738	66.1%
Non-Member	379	33.9%
Total	**1117**	

Local Authority Residence	Count	%
Hull	941	84.2%
East Riding	160	14.3%
Not Hull or East Riding	5	0.4%
No Postcode Provided	11	1.0%
Total	**1117**	

941 responses came from residents with a Hull postcode. There are an estimated 219,624 residents of Hull aged 16 +.

This means that any figures reported for Hull have a confidence interval of 3.19% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.19 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 (771)**		**Hull Pop**	**Weighted Sample**
Gender	CIS Female	467	49.8%	49.7%	49.5%
	CIS Male	467	49.8%	50.3%	49.0%
	Non-CIS / Other / non-binary	4	0.4%	-	1.5%
LLTI (impairment or illness)	No	409	43.6%	76.7%	70.3%
	Yes	530	56.4%	23.3%	29.7%
Age group	16-34	55	5.9%	33.0%	23.2%
	35-44	83	8.9%	18.1%	20.7%
	45-54	111	11.9%	14.4%	17.5%
	55-64	210	22.5%	14.7%	15.8%
	65-74	312	33.4%	10.9%	14.0%
	75+	162	17.4%	8.8%	8.8%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	43	4.6%	15.0%	11.5%
	White British	894	95.4%	85.0%	88.5%

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

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	3%	13%	27%	39%	17%
Healthy	4%	18%	30%	38%	10%
Lonely	31%	27%	24%	14%	4%
Anxious / Stressed	13%	20%	37%	23%	7%
Worthwhile	3%	11%	34%	31%	21%
Optimistic	5%	16%	33%	31%	15%
Hopeful	4%	13%	34%	32%	17%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	**Lockdown** Apr 2020	**Two Year Ago** Aug 2024	**One Year Ago** Aug 2025	**Aug 2026**
Happy	65%	51%	58%	52%	**56%**
Healthy	51%	50%	48%	49%	**48%**
Not Lonely	58%	50%	59%	54%	**58%**
Not Stressed / Anxious	36%	31%	32%	38%	**34%**
Worthwhile	56%	50%	58%	51%	**52%**
Optimistic	-	-	49%	45%	**46%**
Hopeful	-	-	53%	47%	**49%**

Focus on negative feelings:

	Pre-Lockdown Jan 2020	**Lockdown** Apr 2020	**Two Year Ago** Aug 2024	**One Year Ago** Aug 2025	**Aug 2026**
Unhappy	14%	23%	19%	20%	**16%**
Unhealthy	20%	20%	24%	20%	**22%**
Lonely	23%	26%	19%	20%	**18%**
Stressed / Anxious	36%	41%	39%	33%	**29%**
Not worthwhile	14%	15%	14%	17%	**14%**
Pessimistic	-	-	23%	24%	**20%**
Not hopeful	-	-	20%	22%	**17%**

- **As usual, respondents are significantly more likely to feel positively rather than negatively.**

- The only exception is, as usual, feelings of stress / anxiety, where a similar proportion of respondents say they do feel stressed or anxious (29%) as say they do not feel stressed or anxious (34%).

Compared with 2025, the proportion of respondents who do not feel hopeful has fallen significantly from 22% to 17%.

Looking over the longer term, the proportion of respondents reporting that they feel stressed or anxious has fallen from 39% in 2024 to 29% in 2026.

Overall, the findings suggest that resident wellbeing remains positive and stable, with improvements in hopefulness and anxiety levels compared with previous surveys.

The Summer Heatwave

Q. Thinking about the summer heatwave, where temperatures reached unprecedented levels, did you...?

	2022	2026
Enjoy the hotter temperatures	42%	**38%**
Neither enjoyed nor didn't enjoy	17%	**21%**
Not enjoy the hotter temperatures	41%	**41%**

When asked if they enjoyed the recent heatwave temperatures, respondents were split:

- **38% of respondents enjoyed the hotter temperatures.**
- **Conversely, 41% of respondents did not enjoy the hotter temperatures.**

- 21% of respondents neither enjoyed nor did not enjoy the hotter temperatures.

Compared with the 2022 heatwave, enjoyment of hotter temperatures has declined significantly, falling by 4 percentage points from 42% to 38%, while the proportion of respondents who felt neutral has increased by 4 percentage points from 17% to 21%.

The proportion of respondents who did not enjoy the hotter temperatures has remained unchanged at 41%.

Q. How worried did the predicted heatwave make you feel?

	2022	2026
1 – Not at all worried	33%	**20%**
2	17%	**14%**
3	22%	**22%**
4	17%	**25%**
5 – Very worried	10%	**19%**
Not Worried (Scores 1 and 2)	50%	**34%**
Neither (Score 3)	22%	**22%**
Worried (Scores 4 and 5)	28%	**44%**

- **Nearly half of respondents (44%) felt worried during the heatwave, rating their level of worry as either 4 (25%) or 5 (19%) out of 5.**

- Conversely, around a third (34%) did not feel worried during the heatwave, rating their level of worry as either 1 (20%) or 2 (14%) out of 5.

Compared with the 2022 heatwave, the proportion of respondents who felt worried during the heatwave has increased significantly by 16 percentage points, rising from 28% to 44%, while the proportion who did not feel worried has decreased by 16 percentage points, falling from 50% to 34%.

The proportion of respondents who felt neither worried nor unworried during the heatwave has remained unchanged at 22%.

In 2026, more respondents felt worried than not worried during the heatwave, reversing the pattern seen in 2022 when a majority of respondents did not feel worried.

Q. Did you change any of your plans, or the way that you do something because of the very hot temperatures?

	2022	2026
Yes, I did	47%	**55%**
No, I did not	53%	**45%**

When respondents were asked whether the hot temperatures had caused them to change any plans, or the way that they did things, they were again split:

- **55% of respondents did change some of their plans because of the hot temperatures.**
- **Conversely, 45% did not change any of their plans because of the hot temperatures.**

Compared with the 2022 heatwave, the proportion of respondents who changed some of their plans because of the hot temperatures has increased significantly by 8 percentage points, rising from 47% to 55%, while the proportion who did not change any of their plans has decreased by 8 percentage points falling from 53% to 45%.

This indicates that respondents were more likely to alter their plans because of the hot temperatures in 2026 than they were in 2022.

Those respondents who told us they did change some of their plans were asked what they did that was different.

The responses show that the heatwave has had a significant impact on people's daily lives, with most respondents adapting their behaviour to stay cool, avoid health risks, and protect family members, pets, and property.

Responses focussed on:

- **Staying indoors and reducing outdoor activity:** Many residents spent more time indoors and avoided outdoor activities, social events, and day trips during periods of extreme heat.
- **Changing the timing of activities:** People commonly shifted routines such as walking, shopping, gardening, and exercise to early mornings or late evenings when temperatures were cooler.
- **Keeping homes cool:** Residents took practical measures to cool their homes, including closing curtains and blinds, using fans, and adapting sleeping arrangements.
- **Hydration and sun protection:** Many respondents increased their use of sunscreen, hats, shade, and water consumption to protect themselves from the effects of heat exposure.
- **Pet care adaptations:** Dog owners and other pet owners significantly altered routines, including changing walk times and taking additional precautions to keep animals safe and cool.
- **Changes to work and travel:** Higher temperatures led many people to work from home more often, adjust working hours, reduce outdoor work, and cancel or alter travel plans.
- **Reduced exercise and physical activity:** The heat discouraged many residents from walking, running, gardening, cycling, and other forms of physical activity.
- **Water conservation and gardening changes:** Respondents reported using water more carefully, adjusting garden maintenance routines, and changing planting or watering practices to cope with hotter, drier conditions.
- **Impact on families and vulnerable groups:** Families, carers, and those with health conditions adapted plans and activities to protect children, older people, and vulnerable household members from the heat.

Q. Should there be rules about the maximum temperature people should be expected to work or go to school / college etc. (in the same way that there is minimum temperature)?

	2022	2026
Yes	74%	**75%**
No	26%	**25%**

- **Three quarters of respondents (75%) agree that there should be a maximum temperature at which people should be expected to work or go to school / college.**

- Conversely, one quarter of respondents (25%) do not believe that there should be a maximum temperature at which people should be expected to work or go to school / college.

There has been no significant change in responses to this question when compared to when this question was asked following the 2022 heatwave.

Those respondents who said there should be rules were asked what they think the maximum temperature should be.

- **There was a strong consensus that work / classroom temperatures in the high 20s are the point at which staff / students should be allowed to stay away from the workplace / school.**
- **The most common response was 30°C (around 18% of responses), while approximately two-thirds of respondents selected a threshold between 25°C and 30°C, indicating broad agreement that temperatures above the mid-to-high 20s become challenging for normal working / education.**

Q. Do you think that we need to learn to deal with the more extreme weather that has been experienced over recent years (drought, high temperatures, flooding)?

	2022	2026
Yes, we will experience this kind of weather a lot more often	62%	**71%**
Yes, we will experience this kind of weather a bit more often	33%	**25%**
No, this kind of weather is rare and will continue to be rare	5%	**4%**

- **Almost all respondents (96%) believe that we will need to learn to deal with more extreme weather in future, with 71% expecting this type of weather to occur a lot more often and a further 25% expecting it to occur a bit more often.**

- Just 4% of respondents believe that this type of extreme weather is rare and will continue to be rare in future.

Compared with the 2022 heatwave, the proportion of respondents who believe this type of extreme weather will occur a lot more often has increased significantly by 9 percentage points, rising from 62% to 71%.

Over the same period, the proportion who believe this type of weather will occur a bit more often has decreased significantly by 8 percentage points, falling from 33% to 25%.

The proportion of respondents who believe this type of extreme weather is rare and will continue to be rare has remained broadly unchanged (5% in 2022 compared with 4% in 2026).

Q. Do you think that the higher temperatures, drought and flood are caused by climate change?

	2022	2026
Yes, completely down to climate change	52%	**55%**
Partly due to climate change	43%	**37%**
Nothing to do with climate change	6%	**8%**

- **Most respondents (92%) believe that higher temperatures, drought and flooding are caused by climate change, with 55% attributing these events completely to climate change and a further 37% believing they are partly due to climate change.**

- Just 8% of respondents believe that higher temperatures, drought and flooding have nothing to do with climate change.

Compared with the 2022 heatwave, the proportion of respondents who believe these events are partly due to climate change has decreased significantly by 6 percentage points, falling from 43% to 37%.

The proportions of respondents who believe these events are completely due to climate change (52% to 55%) or have nothing to do with climate change (6% to 8%) have remained broadly unchanged.

Climate Change and The Nature Emergency

Attitudes to Climate Change and The Nature Emergency

Q. How much do you agree with the following about tackling climate change and the nature emergency?

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Disagree Total	Agree Total
It is not my responsibility	24%	34%	23%	14%	4%	**58%**	**19%**
I would do more if others in my neighbourhood did	14%	25%	36%	23%	2%	**39%**	**25%**
It is the Government's responsibility	4%	7%	19%	36%	34%	**11%**	**70%**
I would do more if it was easier	6%	13%	28%	40%	13%	**19%**	**53%**
Nothing I do will make a difference	20%	36%	19%	16%	9%	**56%**	**25%**
I would do more if there were incentives / it saved me money	8%	15%	28%	33%	17%	**22%**	**50%**
I don't know how / need more information	13%	20%	35%	26%	6%	**32%**	**32%**
Businesses should do more / take more responsibility	2%	3%	13%	42%	39%	**6%**	**82%**
I don't have enough time	16%	35%	39%	8%	2%	**51%**	**11%**
It's the Council's responsibility	4%	12%	23%	39%	21%	**16%**	**61%**
People have a duty to do what they can	2%	2%	15%	47%	33%	**4%**	**80%**
I do all I can because my family and friends do	9%	20%	43%	23%	6%	**28%**	**29%**
I don't care about climate change and the environment	60%	24%	11%	3%	3%	**84%**	**6%**
I think climate change is a hoax	64%	15%	13%	4%	3%	**80%**	**8%**
Hull is making progress quickly enough to tackle climate change and the nature emergency	18%	22%	50%	9%	1%	**18%**	**22%**

- **Respondents were most likely to agree that businesses (82%), individuals (80%), and the Government (70%) have a responsibility to tackle climate change and the nature emergency.**

- Around half of respondents indicated they would do more if it was easier (53%) or if there were incentives or financial savings (50%).

- **Most respondents disagreed with the statements that they do not care about climate change and the environment (84%) or that climate change is a hoax (80%).**
- A majority of respondents also disagreed that tackling climate change is not their responsibility (58%) or that their actions would make no difference (56%).
- Views were more mixed on whether they would do more if others in their neighbourhood did (25% agree, 39% disagree) and whether they need more information on how to take action (32% agree, 32% disagree).
- Few respondents cited a lack of time as a barrier to taking action, with just 11% agreeing that they do not have enough time, compared with 51% who disagreed.
- **Opinion was divided on whether Hull is making progress quickly enough to tackle climate change and the nature emergency, with half of respondents (50%) neither agreeing nor disagreeing, 22% agreeing and 18% disagreeing.**

Resident Behaviours and Contributions

Q. How much do you agree with the following?

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Disagree Total	Agree Total
I regularly separate my waste into recycling, garden / food, and general waste	1%	2%	2%	23%	71%	**3%**	**95%**
I choose products packaged in recyclable or minimal materials	4%	12%	25%	36%	23%	**16%**	**60%**
I use reusable shopping bags, water bottles, and food containers instead of disposables	1%	1%	7%	35%	56%	**2%**	**91%**
I switch off lights, electronics, and appliances when they're not in use	0%	3%	6%	39%	51%	**3%**	**90%**
I monitor and actively reduce my home's water use (e.g. shorter showers, fixing leaks)	3%	10%	21%	41%	25%	**13%**	**66%**
I have renewable energy options for my home (e.g. green tariffs, solar panels)	22%	37%	21%	9%	11%	**58%**	**20%**
I avoid buying single-use plastics whenever possible, and avoid fast fashion	5%	8%	27%	32%	28%	**13%**	**60%**
I cycle, walk, or use public transport instead of driving for my daily commute or errands	11%	21%	18%	23%	28%	**32%**	**50%**
I avoid food waste as much as possible	2%	4%	7%	42%	46%	**6%**	**87%**

- **The most widely adopted environmentally friendly behaviours relate to reducing household waste and energy use, with 95% of respondents regularly separating their waste for recycling, 91% using reusable bags, bottles and containers, 90% switching off lights and appliances when not in use, and 87% avoiding food waste as much as possible.**

- Around two thirds of respondents report actively reducing their household water consumption (66%), while 60% choose products with recyclable or minimal packaging, and 60% avoid single-use plastics and fast fashion where possible.

- Half of respondents (50%) agree that they cycle, walk or use public transport instead of driving for at least some journeys, while 32% disagree.

- **Renewable energy adoption is less common, with just 20% agreeing that they have renewable energy options in their home, compared with 58% who disagree.**

- **Overall, respondents are most likely to report taking actions that reduce waste and energy consumption, while actions requiring changes to transport habits or investment in home energy solutions are less widely adopted.**

Q. How likely is that that you / your household will do the following within the next 5 years?

	1 – Not at all likely	2	3	4	5 – Very likely	Already have	Not my decision
Install a heat pump	48%	12%	11%	5%	7%	1%	17%
Install solar panels	31%	14%	13%	10%	9%	6%	16%
Improve your home's insulation	22%	10%	12%	9%	10%	22%	15%
Buy an electric car	39%	18%	11%	8%	12%	6%	6%
Install an EV charger	41%	15%	10%	9%	10%	5%	11%

- **Existing uptake is highest for improving home insulation, with 22% of respondents reporting that they have already made this improvement.**

- This compares with 6% who have already installed solar panels, 6% who have already bought an electric car, 5% who have already installed an EV charger, and 1% who have already installed a heat pump.

- **Typically, between 11% and 17% of respondents indicated that decisions relating to these home improvements and technologies are not theirs to make.**

- This was most commonly the case for installing a heat pump (17%), installing solar panels (16%), and improving home insulation (15%), likely reflecting respondents who do not own their homes.

- Fewer respondents reported that purchasing an electric car (6%) or installing an EV charger (11%) was not their decision.

Of those residents who do not already have and who are the decision maker:

	1 – Not at all likely	2	3	4	5 – Very likely	Unlikely Total	Likely Total
Install a heat pump	58%	14%	13%	6%	8%	**72%**	**14%**
Install solar panels	40%	18%	17%	13%	12%	**58%**	**25%**
Improve your home's insulation	34%	15%	20%	15%	16%	**49%**	**31%**
Buy an electric car	44%	20%	13%	10%	13%	**64%**	**23%**
Install an EV charger	49%	18%	11%	10%	11%	**67%**	**21%**

- **After excluding respondents who have already adopted these measures and those for whom the decision is not theirs to make, residents are generally unlikely to undertake any of the actions within the next five years.**
- Improving home insulation is the action respondents are most likely to consider, with 31% likely to do so, compared with 49% who are unlikely.
- Installing solar panels is the next most likely measure, with 25% of respondents likely to install them within the next five years, while 58% are unlikely to do so.
- Around a quarter of respondents are likely to buy an electric car (23%), while 21% are likely to install an EV charger and 14% are likely to install a heat pump.
- Installing a heat pump is viewed as the least likely action, with 72% of respondents stating they are unlikely to do so within the next five years.
- **Overall, residents appear more open to making improvements to their homes, such as insulation and solar panels, than to adopting lower-carbon heating technologies or switching to electric vehicles.**

Q. What, if any, do you think are the main barriers to making any of these changes to your household? **Tick up to 3 boxes**

Cost	77%
My property is not suitable (e.g. too old, lack of parking space)	30%
I rent, so this isn't my decision	21%
I do not know enough about these technologies	14%
I'm not sure how this will benefit the environment / tackle climate change and the nature emergency	13%
I'm not sure how this will benefit me	12%
Other (please state)	10%
Installation too disruptive / inconvenient	10%
I do not trust the technology	9%
I don't think there are any barriers	2%
I don't know	1%

- **Almost all respondents (98%) identified at least one barrier to making changes such as installing a heat pump, solar panels, home insulation, an electric vehicle or an EV charger.**
- **By far the most commonly cited barrier is cost, with over three quarters of respondents (77%) identifying this as a challenge.**

- Property suitability is the second most frequently mentioned barrier, with 30% of respondents stating that their property is not suitable, for example because it is too old or lacks parking space.

- Around one in five respondents (21%) report that these decisions are not theirs to make because they rent their home.

- Knowledge and understanding also act as barriers for some respondents, with 14% saying they do not know enough about the technologies available, 13% unsure of the environmental benefits, and 12% unsure of the personal benefits.

- Practical concerns are less prevalent, with 10% citing installation disruption or inconvenience, while 9% say they do not trust the technology.

Among respondents selecting “Other”, age and life stage emerged as a common theme. Many felt they were too old to benefit from major investments such as solar panels, heat pumps or electric vehicles, questioning whether they would live long enough to see a financial return on the upfront costs.

Respondents also highlighted practical constraints not fully captured by the predefined options, including living in rented, leasehold, council, listed or conservation-area properties where they have limited control over making changes; concerns about the suitability of older homes; and scepticism about the effectiveness, affordability or environmental credentials of technologies such as heat pumps and electric vehicles.

A number of respondents additionally pointed to infrastructure and information barriers, including a lack of off-street parking or EV charging facilities, uncertainty about which technologies are appropriate for their property, and concerns about the disruption involved in installation.

Resident Priorities

Q. As part of Hull's new Climate and Nature Strategy, which of the following should be the highest priorities for the city, regardless of cost or delivery challenges? **Tick up to 5 boxes**

Making homes more energy efficient and affordable to heat	55%
Creating green spaces and habitats, protecting and enhancing wildlife and biodiversity, and capturing carbon through nature	53%
Improving the city's infrastructure and resilience to flooding, coastal erosion and extreme heat	51%
Improving public transport and active travel	45%
Reducing consumption (e.g. reducing waste, increasing recycling, repair and reuse)	42%
Reducing emissions from buildings (e.g. businesses, industry, homes)	40%
Supporting low-carbon energy generation, such as renewables	38%
Increasing local food growing and food resilience	33%
Improving air quality and public health	31%
Supporting green jobs, skills and training, and a just transition for workers and vulnerable communities	28%
Raising awareness and supporting community climate action	18%
Other (please state)	5%
I don't know	2%

- **Respondents identified a broad range of priorities for Hull's new Climate and Nature Strategy, with more than half selecting making homes more energy efficient and affordable to heat (55%), creating and protecting green spaces and wildlife habitats (53%), and improving the city's resilience to flooding, coastal erosion and extreme heat (51%).**

- Improving public transport and active travel (45%), reducing consumption through measures such as waste reduction, recycling, repair and reuse (42%), and reducing emissions from buildings (40%) were also identified as important priorities by a substantial proportion of respondents.

- Around a third of respondents prioritised supporting low-carbon energy generation (38%), increasing local food growing and food resilience (33%), and improving air quality and public health (31%).

- Fewer respondents selected supporting green jobs, skills and training (28%) and raising awareness and supporting community climate action (18%) as key priorities.

- **Overall, respondents place greatest emphasis on practical measures that improve homes, protect the natural environment, and increase the city's resilience to the impacts of climate change.**

Among respondents selecting “Other”, there was no single dominant theme, although many emphasised that multiple priorities should be pursued simultaneously and viewed climate change, nature recovery and resilience measures as interconnected challenges that require a joined-up approach.

Several respondents suggested additional actions, including making businesses more accountable for emissions, expanding EV charging infrastructure, increasing the use of solar panels on commercial and public buildings, encouraging local food production, and introducing measures to reduce private car use.

Others highlighted concerns about the cost and value of climate-related investment, with some questioning whether climate change initiatives should be a priority for the Council or expressing scepticism about the effectiveness of measures such as net zero, electric vehicles, solar panels and other environmental policies.

A small number of respondents also raised wider planning and infrastructure issues, including the use of brownfield sites for development, flood prevention, coastal protection, and support for residents living in sheltered, leasehold or assisted housing.

Q. Thinking about the necessary changes to tackle climate change and the nature emergency, which of the following do you think is more important to consider, when compared to each other?

Please move the slider closer to the statement that describes how you feel most. The closer to one side or the other you move, the more you feel that way.

	1	2	3	4	5	
Environment challenges (flood risk, air quality, nature and biodiversity loss)	9%	22%	41%	20%	8%	**Social challenges** (fuel poverty, impact on health, access to green spaces, community resilience)
Social challenges (fuel poverty, impact on health, access to green spaces, community resilience)	11%	31%	34%	18%	5%	**Economic challenges** (green jobs, business competitiveness, cost of transition to low-carbon technologies)
Economic challenges (green jobs, business competitiveness, cost of transition to low-carbon technologies)	5%	11%	37%	33%	13%	**Environment challenges** (flood risk, air quality, nature and biodiversity loss)

- Respondents tended to view environmental and social challenges as equally important, with 41% selecting the midpoint between the two. Overall, opinion was broadly balanced, with 31% prioritising environmental challenges such as flood risk, air quality and biodiversity loss, and 28% prioritising social challenges such as fuel poverty, health impacts, access to green spaces and community resilience.

- When comparing social and economic challenges, respondents were again most likely to take a balanced position (34%). However, there was a greater tendency to prioritise social challenges (42%) over economic challenges (23%), suggesting stronger support for addressing issues such as fuel poverty, health and community resilience.

- In contrast, when comparing economic and environmental challenges, respondents were more likely to prioritise environmental challenges (46%) than economic challenges (16%), while 37% viewed the two as equally important.

- **Overall, the findings suggest that residents see environmental, social and economic challenges as closely linked, with many favouring a balanced approach. Where trade-offs are required, respondents tend to prioritise both environmental challenges and social challenges above economic challenges.**

Q. Is there anything else you think it is important to consider, when making the necessary changes to tackle climate change and the nature emergency?

Open Text Summary

Responses highlighted a wide range of views, but a common theme was that tackling climate change, and the nature emergency should be balanced with affordability, fairness and the cost of living, particularly for lower-income households and vulnerable residents.

Many respondents emphasised the need for greater education, awareness and practical information to help residents understand climate change, the actions they can take, and the benefits of doing so. Respondents also called for stronger action and leadership from government, businesses, utility companies and other large organisations.

Environmental resilience emerged as a key concern, particularly in relation to flooding, water management, drainage, biodiversity, green spaces, tree planting and protecting Hull's long-term future as a city at risk from rising sea levels and extreme weather.

A number of respondents stressed the importance of investing in sustainable transport, improving public transport, supporting walking and cycling, expanding renewable energy, improving housing standards, and making low-carbon technologies more accessible and affordable.

Many respondents viewed climate, social and economic issues as interconnected and argued that they should be addressed together rather than treated as competing priorities.

However, a substantial minority expressed scepticism about climate change and net zero policies, questioning the scale of human influence on climate change, the effectiveness of local action, or whether the UK's contribution can make a meaningful difference without greater action from larger emitting countries such as China, India and the United States.

Overall, responses indicate strong support for practical, long-term solutions that protect the environment while addressing social and economic challenges, although opinions remain divided on the causes of climate change and the most appropriate response.

Benefits of Tackling Climate Change and The Nature Emergency

Q. What do you think are the main benefits in tackling climate change and the nature emergency?
Tick up to 5 boxes

Saving our water supply	64%
Saving our food supply	55%
More green spaces, trees, and shade in urban areas	33%
Reduced flooding risk from the river	32%
Acting now will save money long-term	32%
Reduced flooding risk from rainfall events	30%
Better protection for vulnerable people during extreme weather	24%
Home environments will be more manageable during higher temperatures	24%
Reduced flooding risk from the sea	24%
School / work environments will be more manageable during higher temperatures	23%
Reduced flooding risk will save money in the future	22%
Increasing energy-efficiency in my home will save energy bills	19%
Fewer homes being lost due to rapid coastal erosion	15%
More cooling will reduce health issues	13%
Less transport disruption	6%
Other (please state)	5%
I don't think there are any benefits	3%
I don't know	2%

- **Almost all respondents (97%) believe there are benefits to tackling climate change and the nature emergency.**

- **The most commonly identified benefits relate to protecting essential natural resources, with 64% of respondents highlighting the importance of safeguarding water supplies and 55% identifying the protection of food supplies.**

- Around a third of respondents see benefits in creating more green spaces, trees and shade in urban areas (33%), reducing flood risk from rivers (32%), and avoiding future costs by taking action now (32%).

- Flood resilience was a prominent theme overall, with respondents identifying benefits from reducing flood risk from rainfall events (30%), the sea (24%), and future financial costs associated with flooding (22%).

- Around a quarter of respondents recognised the benefits of better protecting vulnerable people during extreme weather (24%), making home environments more manageable during periods of high temperatures (24%), and improving conditions in schools and workplaces during hotter weather (23%).

- Fewer respondents identified benefits associated with increasing home energy efficiency to reduce energy bills (19%), preventing homes being lost to coastal erosion (15%), improving health through increased cooling (13%), or reducing transport disruption (6%).

- **Overall, respondents are most likely to associate climate and nature action with protecting water and food supplies, improving resilience to flooding and extreme weather, and creating greener, more liveable urban environments.**

Among respondents selecting “Other”, many highlighted broader environmental benefits, particularly protecting wildlife, biodiversity, pollinators and natural habitats, and ensuring the long-term health of ecosystems for future generations.

Some respondents emphasised the importance of preventing more severe climate impacts, including extreme weather events, wildfires, resource shortages and wider environmental degradation, while others framed the key benefit as safeguarding the planet and improving humanity's ability to live sustainably alongside nature.

Several respondents identified additional practical benefits, such as reduced health risks, lower resource consumption, improved water management, increased food security and reduced dependence on fossil fuels.

However, a notable proportion of “Other” responses reflected scepticism about climate change and net zero policies. These respondents questioned whether climate change represents an emergency, whether human activity is the primary cause, or whether local action can deliver meaningful benefits without greater global action.

Overall, responses suggest that those selecting “Other” were most likely either to emphasise the wider environmental and ecological benefits of action beyond those listed in the survey, or to express doubts about the premise of climate change and the benefits of climate-related interventions.

Q. What do you think are the main benefits of reducing greenhouse gases and getting to net zero? **Tick up to 5 boxes**

Reduced climate risk (extreme weather events)	63%
Better quality of life for future generations	57%
Improved air quality	54%
Fewer health problems meaning less pressure on health services	40%
Increased energy security and less reliance on fossil fuels	38%
Improved biodiversity and protection of nature	34%
Lower energy bills	27%
Fewer respiratory health problems	23%
A cleaner and more attractive local environment	22%
More green jobs and economic opportunities	17%
Energy efficiency (helping with home warming and cooling)	17%
I don't think there are any benefits	6%
Other (please state)	4%
I don't know	3%

- **Almost all respondents (94%) identified at least one benefit of reducing greenhouse gas emissions and achieving net zero.**

- **The most widely recognised benefits relate to reducing the impacts of climate change, with 63% identifying reduced climate risks such as extreme weather events, 57% highlighting a better quality of life for future generations, and 54% citing improved air quality.**

- Four in ten respondents (40%) believe that reducing greenhouse gas emissions will lead to fewer health problems and less pressure on health services, while 38% identify increased energy security and reduced reliance on fossil fuels as a key benefit.

- Around a third of respondents (34%) recognise benefits for biodiversity and nature, while 27% believe net zero will help reduce energy bills.

- Smaller proportions identified benefits such as fewer respiratory health problems (23%), a cleaner and more attractive local environment (22%), more green jobs and economic opportunities (17%), and improved energy efficiency in homes (17%).

- **Overall, respondents are most likely to associate net zero with reducing climate-related risks, improving environmental quality, protecting future generations, and delivering wider health and energy security benefits.**

Among respondents selecting “Other”, a common theme was scepticism towards net zero, with a number questioning its effectiveness, affordability or relevance, particularly if larger emitting countries do not take similar action. Several respondents argued that the costs of net zero fall disproportionately on households and that the UK's contribution alone would have a limited global impact.

Some respondents supported reducing greenhouse gas emissions but distinguished this from achieving net zero, suggesting that improving efficiency, modernising industry and reducing pollution are worthwhile objectives regardless of net zero targets.

Others emphasised broader benefits such as environmental protection, cleaner air, improved health and safeguarding the planet for future generations, feeling these wider outcomes were more important than the specific concept of net zero.

Overall, responses indicate that those selecting “Other” either supported environmental action while expressing reservations about net zero as a policy approach or questioned whether net zero would deliver meaningful benefits at all.

Financial Stability Tracker

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

	Two Year Ago Aug 24	**One Year Ago** Aug 25	**August 2026**	**Change from 2024**	**Change from 2025**
Keeping up with bills / credit commitments without any difficulties	40%	45%	40%	No Sig Change	▼
Keeping up with bills / credit commitments, but it is a struggle from time to time	39%	35%	37%	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a constant struggle	13%	13%	14%	No Sig Change	No Sig Change
Falling behind with some bills / credit commitments	3%	4%	3%	No Sig Change	No Sig Change
Having real financial problems, have fallen behind with many bills / credit commitments	3%	1%	2%	No Sig Change	No Sig Change
Don't have any bills / credit commitments	<1%	<1%	1%	No Sig Change	No Sig Change

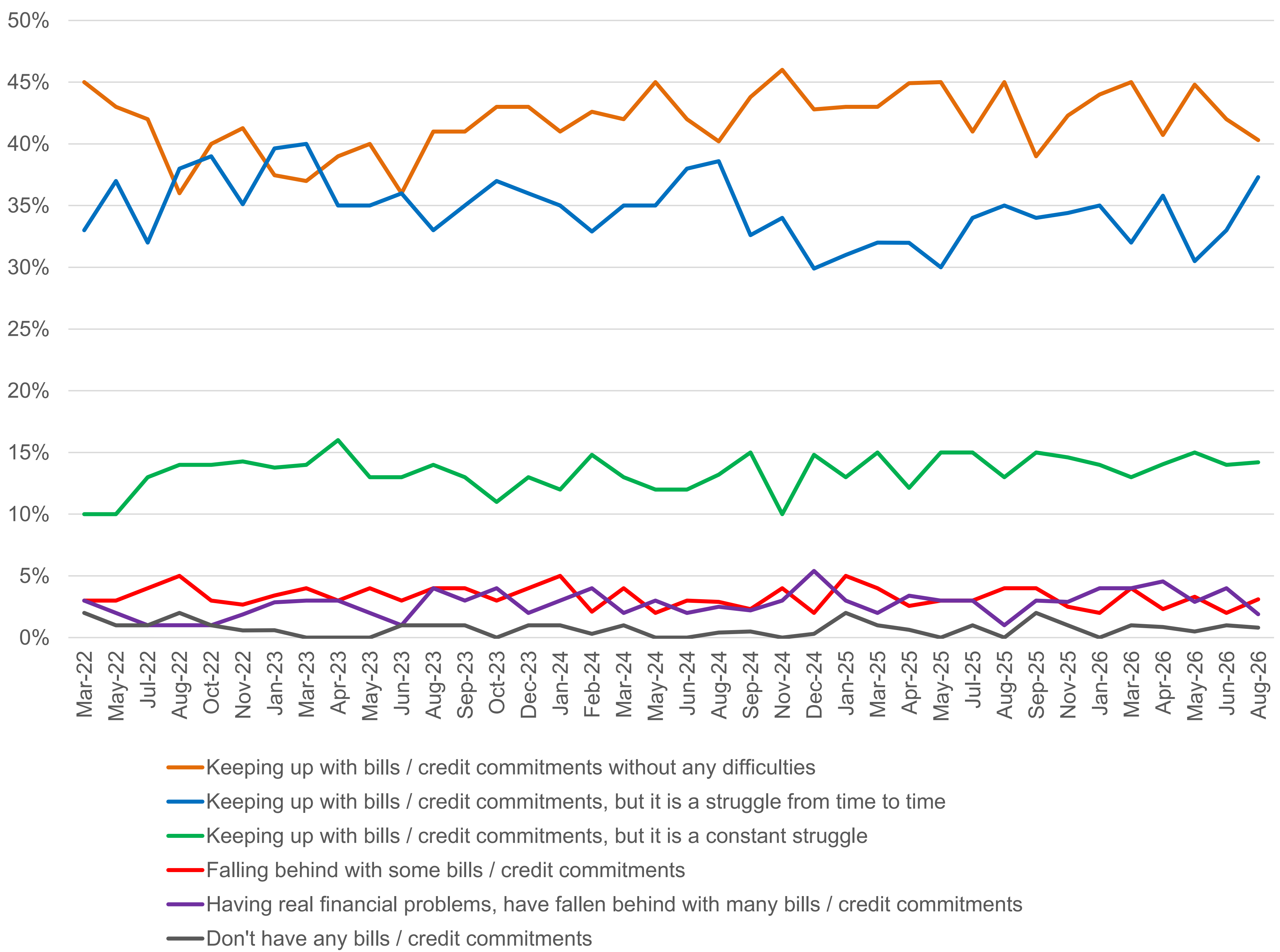
We have been running these questions as a regular tracker since March 2022.

- **The majority of respondents (78%) are either keeping up without any difficulties (40%) or only struggling occasionally (37%).**

- **However, 19% overall are not doing well, financially; 14% find it a constant struggle to keep up, 3% are falling behind financially, and 2% are having real financial problems.**

Compared with when the same question was asked in the People's Panel one year ago, the proportion of respondents who keeping up with bills / credit commitments without any difficulties has decreased significantly by 5 percentage points, falling from 45% to 40%.

However, compared to two years ago, there has been no significant change in how respondents are keeping up with their households' bills / credit commitments.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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

Would You Rather?

Q. Would you rather …?

Always be an hour early	73%	21%	6%	Always be 20 minutes late
Live without music	13%	32%	55%	Live without movies
Be a zookeeper	55%	23%	22%	Be a child minder
Have a complete stranger give you a kilo of cheese everyday	40%	34%	26%	Have a complete stranger give you a kilo of chocolate everyday
Speak any languages you want	52%	20%	28%	Play any instrument you want
Starter	46%	20%	34%	Dessert
Compete on Strictly Come Dancing	36%	46%	19%	Compete on I'm a Celebrity – Get Me Out of Here
Have a personal cleaner	46%	23%	31%	Have a personal chef
Find your true love	37%	31%	31%	Find your true calling

- Respondents were significantly more likely to prefer being an hour early (73%) than being 20 minutes late (6%), making this the strongest preference expressed across all scenarios.
- Clear preferences were also evident for living without movies rather than music (55% vs. 13%), being a zookeeper rather than a child minder (55% vs. 22%), and being able to speak any language rather than play any instrument (52% vs. 28%).
- Respondents were more likely to choose having a personal cleaner (46%) over a personal chef (31%), and a starter (46%) over a dessert (34%).
- A greater proportion would rather receive a kilo of cheese every day from a stranger (40%) than a kilo of chocolate (26%).
- Respondents were also more likely to choose competing on *Strictly Come Dancing* (36%) than *I'm a Celebrity... Get Me Out of Here!* (19%).
- Opinion was most evenly divided on finding their true love (37%) or finding their true calling (31%), although respondents were slightly more likely to prefer finding their true love.
- Several questions attracted a substantial proportion of neutral responses, particularly competing on *Strictly Come Dancing* versus *I'm a Celebrity... Get Me Out of Here!* (46%), highlighting a lack of strong preference between the two options.