



people's panel
making your voice count



People's Panel VOX POP

March 2026

Analysis Report

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Executive Summary

Happiness and Wellbeing Tracker

The happiness and wellbeing tracker asks respondents to rate seven aspects of their own happiness and wellbeing.

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

Across the seven metrics, respondents are significantly more likely to feel positively rather than negatively.

The only exception, as usual, is feelings of stress / anxiety, where a similar proportion of respondents say they do feel stressed or anxious (33%) as say they do not feel stressed or anxious (36%).

Compared to when the same question was asked one year ago there has been a significant increase in the proportion of respondents who feel hopeful.

And, compared to two years ago, respondents now rate almost all aspects of their happiness and wellbeing significantly better; demonstrating significantly higher levels of healthiness, happiness, worthwhileness, optimism, and hopefulness.

The notable exception is a significant increase in the proportion of respondents who feel lonely over this two-year period

Reading and Libraries

Reading Confidence and Frequency

88% of respondents rate their reading confidence as above average; including two thirds of respondents (68%) who state that are a very confident reader.

This compares to just 3% of respondents who rate their reading confidence as below average.

Nearly two thirds of respondents (60%) currently regularly read for pleasure (at least once a week).

A third (35%) used to read for pleasure, but rarely or never read for pleasure nowadays. Just 5% of respondents state they don't currently read for pleasure and never have.

For approximately half of respondents (44%); the amount of reading they do has stayed the same over the last three years.

Remaining respondents are split equally between those whose reading has decreased over the last three years (27%), and those whose reading has increased over the last three years (29%).

88% of respondents cite at least one thing that stops them from reading more than they currently do; with the most common barriers being lack of time (49%) and tiredness (39%).

This is followed by an inability to focus on one thing for long enough / getting distracted (24%).

Reading Preferences

Respondents show the **strongest** preference for reading fiction; 58% of respondents state this is their **most** preferred reading genre, and 76% place it in their **top three** preferences.

This is then followed by factual (e.g. history, art, science etc) and autobiography / biography / memoir.

Respondents **most frequently** read social media posts; 55% of respondents read a social media post **daily / most days**, and 74% read a social media post **at least weekly**.

This is then followed by online newspapers / magazines / articles, and physical / print books.

Attitudes to Reading

The significant majority of respondents **agree or strongly agree** that they enjoy reading (84%), reading helps them to relax (74%), reading is an important part of their life (67%), and that intelligence and reading a lot are linked (62%).

The significant majority of respondents also **disagree or strongly disagree** that they can't find reading materials in a language that works for them (87%), they don't see the point in reading unless they have to (82%), they would like support to read more (79%), and they can't find materials in a format that works for them (78%).

Libraries

Respondents are mostly split between those who are a current library member (41%) and those who used to be a library member, but whose membership has lapsed (49%).

11% of respondents have never been a library member.

Those respondents who are not a current library member were asked what prevents them from being so.

57% of respondents cite at least one thing that prevents them from being a library member; with the most common barriers being not seeing the point because books are cheap (16%), "Other" reasons (14%), and libraries not being open when they can visit (11%).

"Other" responses largely focussed on preference for personal books / kindle and eBooks / audiobooks, and a respondent's lack of time / being too busy.

Artificial Intelligence

Respondents were first asked how much they know about both Artificial Intelligence (AI) and the issues surrounding Artificial Intelligence (AI).

The majority of respondents say they know "a bit" about AI (58%) and "a bit" about the issues surrounding AI (50%).

Significantly more respondents feel they know a lot or are an expert on AI (31%) then state they know nothing about or have only heard of AI (11%).

Likewise, significantly more respondents feel they know a lot or are an expert on the issues surrounding AI (37%) then state they know nothing about or have only heard of the issues surrounding AI (13%).

Since the same question was asked in December 2024 there has been a significant increase in respondent awareness of both AI and the issues surrounding AI; most notably amongst the proportion of respondents who state they know a lot or are an expert.

Approximately three quarters of respondents (73%) do not know that the UK government has recently launched free AI training, accessible to everyone in the country.

A fifth of respondents (21%) do know that the UK government has recently launched free AI training and the remaining 7% of respondents don't know / can't remember.

Less than 1% of respondents have already signed up got the UK government's free AI training and just 30% of respondents state that they are either likely or very likely to do so.

Half of respondents (51%) are either unlikely or very unlikely to sign up to the UK government's free AI training.

Respondents are significantly more likely to believe that AI presents more risks to society (54%), than benefits to society (19%).

When it comes to the impact on them personally, then respondents are more split. However, respondents are significantly more likely to believe that AI also presents more risks to them personally (37%), than benefits to them personally (24%)

Respondents are significantly more likely to believe that responsibility for regulating the use of AI, and liability when it goes wrong, falls with governments over technology companies.

Significantly more respondents believe it is the responsibility of individual national governments (45%) over technology companies in each country (29%), and significantly more respondents believe it is the responsibility of world governments together (46%) over technology companies worldwide (28%).

The same question about responsibility was also asked in December 2024.

Whilst the majority of respondents continue to believe that responsibility for regulating the use of AI, and liability when it goes wrong, falls with governments there has been a significant increase in the proportion of respondents who believe that responsibility falls with technology companies.

Maritime Project and Other Major Projects

Respondents were provided with a list of six key projects due to be completed / re-opened soon and asked how aware they were of each project and how excited they were about each project.

Approximately three quarters of respondents are aware / very aware of the A63 (Castle Street) upgrade (78%) and the re-opening of the Maritime Museum (71%).

Two thirds of respondents are also aware / very aware of the re-opening of Queens Gardens improvements (65%) and the re-opening of Spurn Lightship (65%).

Less than half of respondents are aware / very aware of both the Humber Dock Street upgrade (42%) and the Princes Dock Street upgrade (38%).

Approximately two thirds of respondents are excited / very excited about the re-opening of the Maritime Museum (64%) and the re-opening of Queens Gardens improvements (60%).

Over half are also excited / very excited about the A63 (Castle Street) upgrade (65%).

Less than half of respondents are excited / very excited about the re-opening of Spurn Lightship (43%), the Humber Dock Street upgrade (37%), and the Princes Dock Street upgrade (33%).

Respondents were then asked about their likelihood of visiting three of these projects once they are re-opened.

Three quarters of respondents are highly likely to visit the Maritime Museum (77%) and Queens Gardens (76%).

Half of respondents (49%) are highly likely to visit the Spurn Lightship.

Finally, respondents were asked how much they disagree or agree with six statements about the importance of Hull's maritime heritage and their relationship to it.

The significant majority of respondents agree / strongly agree that Hull's maritime history is important to the city (90%) and that they are aware of Hull's maritime history (88%).

Three quarters also agree / strongly agree that they are proud of Hull's maritime history (71%), and two thirds agree / strongly agree that they would like to know more about Hull's maritime history (61%),

Less than half of respondents agree / strongly agree that Hull's maritime heritage is important to them (44%), and they feel connected to Hull's maritime history (42%).

Since the same question was asked three years ago there has been a significant increase in the proportion of respondents who agree that Hull's maritime history is important to the city, that they are aware of Hull's maritime history, that they are proud of Hull's maritime history, and that they feel connected to Hull's maritime history.

Financial Stability Tracker

The financial stability tracker asks respondents how their household is managing with bills and credit commitments.

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

The majority of respondents (77%) are either keeping up without any difficulties (45%) or only struggling occasionally (32%).

However, 21% overall are not doing well, financially; 13% find it a constant struggle to keep up, 4% are falling behind financially, and 4% are having real financial problems.

There has been no significant change in responses compared to when the same question was asked in the People's Panel both one year ago and two years ago,

Would You Rather

Respondents are significantly more likely to prefer to:

- **Be honest and lose (77%) over cheat and win (6%)**
- **Be clever (44%) over be funny (15%)**
- **Send a text (53%) over make a phone call (27%)**
- **Have telepathy (44%) over have telekinesis (30%)**

Respondents tend to be split when it comes to:

- **Be very rich, but powerless (28%) versus be very poor, but powerful (24%)**
- **Live in a bitter reality (30%) versus live in a sweet illusion (28%)**

Introduction and Methodology

Introduction

This survey was conducted between February and March 2026. Questions covered the following topics:

- Happiness and Wellbeing
- Reading and Libraries
- Artificial Intelligence
- Maritime Project and Other Major Projects
- Financial Stability 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 February and March 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	839	88.2%
Non-Member	112	11.8%
Total	951	

Local Authority Residence	Count	%
Hull	841	88.4%
- West Area	176	18.5%
- North Area	359	37.7%
- East Area	298	31.3%
- Hull But Unknown Area	8	0.8%
East Riding	103	10.8%
Not Hull or East Riding	2	0.2%
No Postcode Provided	5	0.5%
Total	951	

841 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 3.37% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.37 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 (841)		Hull Pop	Weighted Sample
Gender	Female (inc. MTF)	419	49.9%	49.9%	49.3%
	Male (inc. FTM)	416	49.5%	50.1%	49.4%
	Other / non-binary	5	0.6%	-	1.3%
LLTI (impairment or illness)	No	445	52.9%	76.7%	72.4%
	Yes	396	47.1%	23.3%	27.6%
Age group	16-34	47	5.6%	33.7%	22.6%
	35-44	64	7.7%	17.8%	20.1%
	45-54	107	12.9%	14.4%	18.2%
	55-64	202	24.3%	14.7%	17.5%
	65-74	281	33.8%	10.7%	13.0%
	75+	131	15.7%	8.7%	8.7%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	41	4.9%	15.0%	12.4%
	White British	798	95.1%	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.

Happiness and Wellbeing

Q. How are you feeling?

	1 Not at All	2	3	4	5 - Very
Happy	3%	16%	22%	42%	17%
Healthy	4%	19%	29%	37%	11%
Lonely	32%	23%	22%	18%	5%
Anxious / Stressed	12%	24%	32%	24%	9%
Worthwhile	3%	13%	28%	34%	21%
Optimistic	8%	17%	29%	28%	18%
Hopeful	5%	18%	27%	32%	18%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Feb 2024	One Year Ago Mar 2025	March 2026
Happy	65%	51%	52%	55%	59%
Healthy	51%	50%	39%	45%	48%
Not Lonely	58%	50%	61%	57%	55%
Not Stressed / Anxious	36%	31%	33%	37%	36%
Worthwhile	56%	50%	50%	52%	56%
Optimistic	-	-	41%	42%	46%
Hopeful	-	-	45%	45%	50%

Focus on negative feelings:

	Pre-Lockdown Jan 2020	Lockdown Apr 2020	Two Year Ago Feb 2024	One Year Ago Mar 2025	March 2026
Unhappy	14%	23%	21%	20%	19%
Unhealthy	20%	20%	29%	23%	23%
Lonely	23%	26%	18%	19%	23%
Stressed / Anxious	36%	41%	37%	35%	33%
Not worthwhile	14%	15%	18%	18%	16%
Pessimistic	-	-	27%	24%	25%
Not hopeful	-	-	23%	20%	22%

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

The only exception, as usual, is feelings of stress / anxiety, where a similar proportion of respondents say they do feel stressed or anxious (33%) as say they do not feel stressed or anxious (36%).

- ▲ Compared to when the same question was asked one year ago in the People's Panel, there has been a significant increase in the proportion of respondents who feel hopeful (+ 5pp)
- ▲ Compared to two years ago, respondents now feel significantly more healthy (+ 9pp), more happy (+ 7pp), more worthwhile (+ 6pp), more optimistic (+ 5pp), and more hopeful (+ 5pp).
- ▼ However, compared to two years ago, respondents now feel significantly more lonely (+ 6pp).

Reading and Libraries

Reading Confidence and Frequency

Q. How confident a reader are you?

Not at all confident	2%
Not very confident	1%
Averagely confident	10%
Confident	19%
Very confident	68%

- **88% of respondents rate their reading confidence as above average; including two thirds of respondents (68%) who state that are a very confident reader.**
- This compares to just 3% of respondents who rate their reading confidence as below average.

Q. Thinking about reading regularly for pleasure, which of the following comes closest to describing you?

I regularly read for pleasure (at least once a week)	60%
I used to read for pleasure, but I rarely or never read for pleasure nowadays	35%
I don't read for pleasure now and never have	5%

- **Nearly two thirds of respondents (60%) currently regularly read for pleasure (at least once a week).**
- A third (35%) used to read for pleasure, but rarely or never read for pleasure nowadays.
- Just 5% of respondents state they don't currently read for pleasure and never have.

Q. Over the last 3 years, would you say the amount of reading you do has...?

Decreased	27%
Stayed the Same	44%
Increased	29%

- **For approximately half of respondents (44%); the amount of reading they do has stayed the same over the last three years.**
- Remaining respondents are split equally between those whose reading has decreased over the last three years (27%), and those whose reading has increased over the last three years (29%).

Q. What stops you from reading more than you do now?

Lack of time	49%
Tiredness	39%
Inability to focus on one thing for long enough / get distracted	24%
Nothing stops me from reading more than I do now	22%
Lack of interest	10%
Major life events	10%
Lack of anything to read that I am interested in	9%
Disability and health	8%
Lack of disposable income to spend on reading materials	7%
Don't enjoy reading	6%
Other	5%
Don't want to read more than I currently do	5%
Struggle with literacy / lack of confidence reading	2%

- **88% of respondents cite at least one thing that stops them from reading more than they currently do.**
- **The most common things that stop respondents from reading more than they currently do are a lack of time (49%) and tiredness (39%).**
- This is followed by an inability to focus on one thing for long enough / getting distracted (24%).

Other Responses (43 Responses)

Key Themes:

- **Digital Distractions and Screen Based Habits (35%)**
Phones / scrolling, iPads, TV dominating the room, YouTube, computers / laptops, DVDs / films as easier option, reading online instead (e.g. social media)
- **Time Pressures and Life Responsibilities (19%)**
Work taken home, parenting, caring duties for partners or family, general life commitments, difficulty organising time or finding a quiet moment
- **Physical or Cognitive Barriers (19%)**
Poor eyesight / cataracts, dyslexia, mental health issues (including depression), difficulty using online reading formats

Other Themes:

- **Preference for Other Hobbies / Activities (9%)**
Knitting, crosswords, audiobooks, other leisure interests taking priority
- **Loss of Motivation / Enjoyment (7%)**
Feeling fiction / fantasy isn't meaningful anymore, reading feeling too much like work after intensive tidy, only reading for information
- **Already Read A Lot / Don't Want to Read More (7%)**
Read daily, always have a book on the go

Reading Preferences

Q. Thinking about the kind of things you might read, please put the following in order of your preference.

1 (Most Preferred) to 8 (Least Preferred)

	1	2	3	4	5	6	7	8	Average Preference Score
Fiction	58%	13%	5%	5%	6%	4%	7%	3%	2.42
Factual e.g. history, art, science etc	15%	26%	17%	14%	14%	7%	5%	1%	3.34
Autobiography / biography / memoir	11%	19%	18%	13%	11%	13%	8%	7%	4.00
Hobbies and interests e.g. cooking, DIY etc	3%	16%	20%	20%	18%	14%	8%	1%	4.12
News / current affairs	12%	13%	17%	12%	13%	11%	11%	10%	4.27
Lifestyle / self-help	3%	8%	12%	16%	16%	17%	15%	13%	5.09
Textbooks / study books	3%	4%	8%	11%	10%	18%	20%	26%	5.84
Graphic novels and comic books	2%	10%	8%	8%	9%	11%	19%	32%	5.85

- Respondents show the **strongest** preference for reading fiction; 58% of respondents state this is their **most** preferred reading genre, and 76% place it in their **top three** preferences.
- This is then followed by:
 - Factual e.g. history, art, science etc; which 58% of respondents place in their **top three** preferences
 - Autobiography / biography / memoir, which 48% of respondents place in their **top three** preferences
- Conversely, respondents show the **lowest** preference for reading:
 - Graphic novels and comic books, which 62% of respondents place in their **bottom three** preferences
 - Textbooks / study books, which 64% of respondents place in their **bottom three** preferences
 - Lifestyle / self-help, which 45% of respondents place in their **bottom three** preferences

Q. How frequently do you read / listen to the following?

	Never / Rarely	A few times a year	Monthly	Weekly	Daily or most days
Social media posts	15%	7%	4%	19%	55%
Online newspapers / magazines / articles	15%	11%	8%	19%	47%
Physical / print books	16%	24%	11%	17%	32%
Printed newspapers / magazines / articles	30%	22%	22%	16%	11%
E-books (e.g. on a Kindle)	53%	17%	7%	7%	15%
Audio books	63%	17%	6%	6%	8%

- Respondents most frequently read / listen to social media posts; 55% of respondents read / listen to a social media post daily / most days, and 74% read / listen to a social media post at least weekly.
- This is then followed by:
 - Online newspapers / magazines / articles, which 65% of respondents read / listen to at least weekly
 - Physical / print books, which 49% of respondents read / listen to at least weekly
- Conversely, respondents least frequently read / listen to:
 - Audiobooks, which 80% of respondents read / listen to just a few times a year or less
 - eBooks, which 70% of respondents read / listen to just a few times a year or less
 - Printed newspapers / magazines / articles, which 52% of respondents read / listen to just a few times a year or less

Attitudes to Reading

Q. How much do you agree with the following?

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
I enjoy reading	2%	4%	11%	29%	55%
Reading helps me to relax	3%	5%	19%	34%	40%
Reading is an important part of my life	3%	11%	20%	29%	38%
Intelligence and reading a lot are linked	5%	9%	25%	35%	27%
Reading increases my confidence	7%	8%	43%	25%	17%
I can't find reading materials in a format that works for me	51%	26%	16%	2%	4%
I would like support to read more	57%	22%	14%	3%	4%
I don't see the point in reading unless I have to	64%	18%	12%	4%	3%
I can't find reading materials in a language that works for me	72%	16%	9%	2%	2%

- **The significant majority of respondents agree or strongly agree that:**
 - **They enjoy reading (84%)**
 - **Reading helps them to relax (74%)**
 - **Reading is an important part of their life (67%)**
 - **Intelligence and reading a lot are linked (62%)**
- The significant majority of respondents disagree or strongly disagree that:
 - They can't find reading materials in a language that works for them (87%)
 - They don't see the point in reading unless they have to (82%)
 - They would like support to read more (79%)
 - They can't find materials in a format that works for them (78%)
- When it comes to reading increasing their confidence, respondents are split between those who neither disagree not agree (43%) and those who agree or strongly agree (42%). Just 15% of respondents disagree or strongly disagree.

Libraries

Q. Are you now, or have you ever been a library member?

Yes, I am a library member now	41%
Yes, I used to be a member, but my membership has lapsed	49%
I have never been a library member	11%

- **Respondents are mostly split between those who are a current library member (41%) and those who used to be a library member, but whose membership has lapsed (49%).**
- 11% of respondents have never been a library member.

Of those who said they are not a current library member:

Q. What if anything, prevents you from being a library member?

Nothing stops me being a library member	43%
Don't see the point - books are cheap	16%
Other	14%
Libraries are not open when I can visit	11%
There are no libraries near me	9%
Getting to / using libraries is too difficult	9%
Can't get the content I want from a library	8%
Don't know where my nearest library is	7%
I worry about fees / fines	6%
Don't know how to join	3%
Can't get the format / language I want e.g. large print etc. e-books etc	2%

- **57% of respondents cite at least one thing that prevents them from being a library member.**

- **The most common things that prevent respondents from being a library member are:**
 - **Not seeing the point – books are cheap (16%)**
 - **“Other” reasons (14%)**
 - **Libraries not being open when they can visit (11%)**

Other Responses (69 Responses)

Key Themes:

- **Prefer Personal Books, Kindle, or Audiobooks (41%)**
Use of Kindle / e-books, use of Audible or other audiobooks, purchasing second-hand books often cheaply, own many books already or swap them with others, online reading covers their need
- **Lack of Time / Too Busy (25%)**
No time to visit, no time to read, work / leisure / life commitments, getting to the library is time consuming, don't have the ability due to time / health

Other Themes:

- **Practical Access Barriers (10%)**
Library opening hours not matching availability, parking difficulties (especially for disabled people), need for ID or proof of address, having to rejoin frequently, dogs not allowed
- **Negative Perception of Library Environment / Staff (7%)**
Abrasive / unwelcoming staff, feeling unwelcome, not liking crowded places, complaints about censorship of political / social boos, dislike of “modern books” stocked
- **Lack of Interest in Reading / Libraries (7%)**
Not interested in reading, not interested, libraries don't interest me

Artificial Intelligence

Q. How much would say you know about...?

	1 – Nothing	2 – Heard of it	3 – A bit	4 – Quite a lot	5 - I’m an expert
Artificial Intelligence (AI)	2%	9%	58%	28%	3%
The issues surrounding AI	4%	9%	50%	34%	3%

- **The majority of respondents (58%) say they know “a bit” about Artificial Intelligence (AI).**

This compares to:

- 11% of respondents who say they know nothing (2%) or have only heard of (9%) Artificial Intelligence (AI).
- 31% of respondents who say they know quite a lot (28%) or are an expert (3%) on Artificial Intelligence (AI).
- **Similarly, the majority of respondents (50%) say they know “a bit” about the issues surrounding Artificial Intelligence (AI).**

This compares to:

- 13% of respondents who say they know nothing (4%) or have only heard of (9%) the issues surrounding Artificial Intelligence (AI).
- 37% of respondents who say they know quite a lot (34%) or are an expert (3%) on the issues surrounding Artificial Intelligence (AI).

Change Since December 2024

	1 – Nothing	2 – Heard of it	3 – A bit	4 – Quite a lot	5 - I’m an expert
Artificial Intelligence (AI)					
December 2024	3%	17%	59%	18%	1%
March 2026	2%	9%	58%	28%	3%
The issues surrounding AI					
December 2024	8%	11%	54%	26%	1%
March 2026	4%	9%	50%	34%	3%

Since the same question was asked in December 2024:

- There has been a significant decrease in the proportion of respondents who state they have only heard of AI (- 9pp).
- **There has been a significant increase in the proportion of respondents who state they know quite a lot about AI (+ 10pp) and who state they are an expert on AI (+ 2pp).**
- There has been a significant decrease in the proportion of respondents who state they know nothing about the issues surrounding AI (- 3pp).
- **There has been a significant increase in the proportion of respondents who state they know quite a lot about the issues affecting AI (+ 8pp) and who state they are an expert on the issues affecting AI (+ 2pp).**

Q. Did you know that the UK government has recently launched free AI training, accessible to everyone in the country?

Yes	21%
No	73%
Don't know / can't remember	7%

- **Approximately three quarters of respondents (73%) do not know that the UK government has recently launched free AI training, accessible to everyone in the country.**
- A fifth of respondents (21%) do know that the UK government has recently launched free AI training, accessible to everyone in the country.
- The remaining 7% of respondents don't know / can't remember.

Q. How likely is it that you will do any of the free training?

Very unlikely	30%
Unlikely	21%
Neither unlikely nor likely	18%
Likely	18%
Very likely	12%
Already signed up	<1%

- **Less than 1% of respondents have already signed up got the UK government's free AI training.**
- **Half of respondents (51%) are either unlikely or very unlikely to sign up to the UK government's free AI training.**
- This compares to 30% of respondents who are either likely or very likely to sign up to the UK government's free AI training.

Q. Do you think that there are more benefits, or more risks to the increasing use and applications of AI?

		Undecided		
More benefits to society	19%	27%	54%	More risks to society
More benefits to me personally	24%	39%	37%	More risks to me personally

- **Respondents are significantly more likely to believe that AI presents more risks to society (54%), than benefits to society (19%).**
- **When it comes to the impact on them personally, then respondents are more split. However, respondents are significantly more likely to believe that AI also presents more risks to them personally (37%), than benefits to them personally (24%)**

Q. Who should have the most responsibility for regulating the use of AI, and have the most liability when it goes wrong?

		Undecided		
Individual national governments	45%	26%	29%	Technology companies in each country
World governments together	46%	26%	28%	Technology companies worldwide

- Respondents are significantly more likely to believe that responsibility for regulating the use of AI, and liability when it goes wrong, falls with governments over technology companies.
- Significantly more respondents believe it is the responsibility of individual national governments (45%) over technology companies in each country (29%).
- Significantly more respondents believe it is the responsibility of world governments together (46%) over technology companies worldwide (28%).

December 2024 Results

		Undecided		
Individual national governments	54%	25%	21%	Technology companies in each country
World governments together	54%	24%	22%	Technology companies worldwide

Since the same question was asked in December 2024:

- Whilst the majority of respondents continue to believe that responsibility for regulating the use of AI, and liability when it goes wrong, falls with governments there has been a significant increase in the proportion of respondents who believe that responsibility falls with technology companies.
- The proportion of respondents who feel that it is the responsibility of individual national governments has significantly decreased (- 9pp), whilst the proportion who feel it is the responsibility of technology companies in each country (- 8pp).
- The proportion of respondents who feel that it is the responsibility of world governments together has significantly decreased (- 8pp), whilst the proportion who feel it is the responsibility of technology companies worldwide (+ 6pp).

Maritime Project and Other Major Projects

Q. How aware are you of the completion / re-opening of the following projects in Hull?

	1 – Not at all aware	2	3	4	5 – Very aware
A63 (Castle Street) upgrade	7%	7%	8%	23%	55%
Re-opening of the Maritime Museum	7%	6%	16%	27%	44%
Re-opening of Queens Gardens improvements	9%	9%	17%	25%	40%
Re-opening of Spurn Lightship	15%	7%	13%	20%	45%
Humber Dock Street upgrade	24%	15%	19%	18%	24%
Princes Dock Street upgrade	26%	17%	19%	16%	22%

Taking high awareness to mean scores 4 and 5:

- **Approximately three quarters of respondents are highly aware of the A63 (Castle Street) upgrade (78%) and the re-opening of the Maritime Museum (71%).**
- Two thirds of respondents are also highly aware of the re-opening of Queens Gardens improvements (65%) and the re-opening of Spurn Lightship (65%).
- Less than half of respondents are highly aware of both the Humber Dock Street upgrade (42%) and the Princes Dock Street upgrade (38%).

Q. How excited are you of the completion / re-opening of the following projects in Hull?

	1 – Not at all excited	2	3	4	5 – Very excited
Re-opening of the Maritime Museum	9%	8%	18%	27%	37%
Re-opening of Queens Gardens improvements	10%	6%	23%	32%	28%
A63 (Castle Street) upgrade	15%	9%	21%	24%	32%
Re-opening of Spurn Lightship	15%	15%	28%	25%	18%
Humber Dock Street upgrade	16%	15%	32%	24%	13%
Princes Dock Street upgrade	19%	15%	34%	22%	11%

Taking high excitement to mean scores 4 and 5:

- **Approximately two thirds of respondents are highly excited about the re-opening of the Maritime Museum (64%) and the re-opening of Queens Gardens improvements (60%).**
- Over half are also highly excited about the A63 (Castle Street) upgrade (65%).
- Less than half of respondents are highly excited about the re-opening of Spurn Lightship (43%), the Humber Dock Street upgrade (37%), and the Princes Dock Street upgrade (33%).

Q. How likely are you to visit the following when they open?

	1 – Not at all likely	2	3	4	5 – Very likely
Maritime Museum	7%	6%	11%	17%	60%
Queens Gardens	7%	6%	11%	19%	57%
Spurn Lightship	15%	13%	22%	17%	33%

Taking high likelihood to visit to mean scores 4 and 5:

- **Three quarters of respondents are highly likely to visit the Maritime Museum (77%) and Queens Gardens (76%).**
- Half of respondents (49%) are highly likely to visit the Spurn Lightship.

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

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Hull's maritime history is important to the city	1%	0%	9%	37%	53%
I am aware of Hull's maritime history	1%	4%	7%	48%	41%
I am proud of Hull's maritime history	2%	2%	26%	34%	36%
I would like to know more about Hull's maritime history	2%	8%	29%	37%	24%
Hull's maritime history is important to me	6%	12%	37%	22%	23%
I feel connected to Hull's maritime history	5%	21%	32%	20%	22%

- **For all six statements, significantly more respondents agree / strongly agree with the statement than disagree / strongly disagree.**
- **The significant majority of respondents agree / strongly agree that Hull's maritime history is important to the city (90%) and that they are aware of Hull's maritime history (88%).**
- Three quarters agree / strongly agree that they are proud of Hull's maritime history (71%), and two thirds agree / strongly agree that they would like to know more about Hull's maritime history (61%),
- Less than half of respondents agree / strongly agree that Hull's maritime heritage is important to them (44%), and they feel connected to Hull's maritime history (42%).

	% Who Agree		
	March 23	March 26	Change
Hull's maritime history is important to the city	77%	90%	▲
I am aware of Hull's maritime history	78%	88%	▲
I am proud of Hull's maritime history	61%	71%	▲
I would like to know more about Hull's maritime history	58%	61%	-
Hull's maritime history is important to me	43%	44%	-
I feel connected to Hull's maritime history	33%	42%	▲

Since the same question was asked three years ago:

- **There has been a significant increase in the proportion of respondents who agree that:**
 - **Hull's maritime history is important to the city (+ 13pp)**
 - **They are aware of Hull's maritime history (+ 10pp)**
 - **They are proud of Hull's maritime history (+ 10pp)**
 - **They feel connected to Hull's maritime history (+ 9pp)**

- There has been no significant change in the proportion of respondents who agree that they would like to know more about Hull's maritime history, or that Hull's maritime history is important to them.

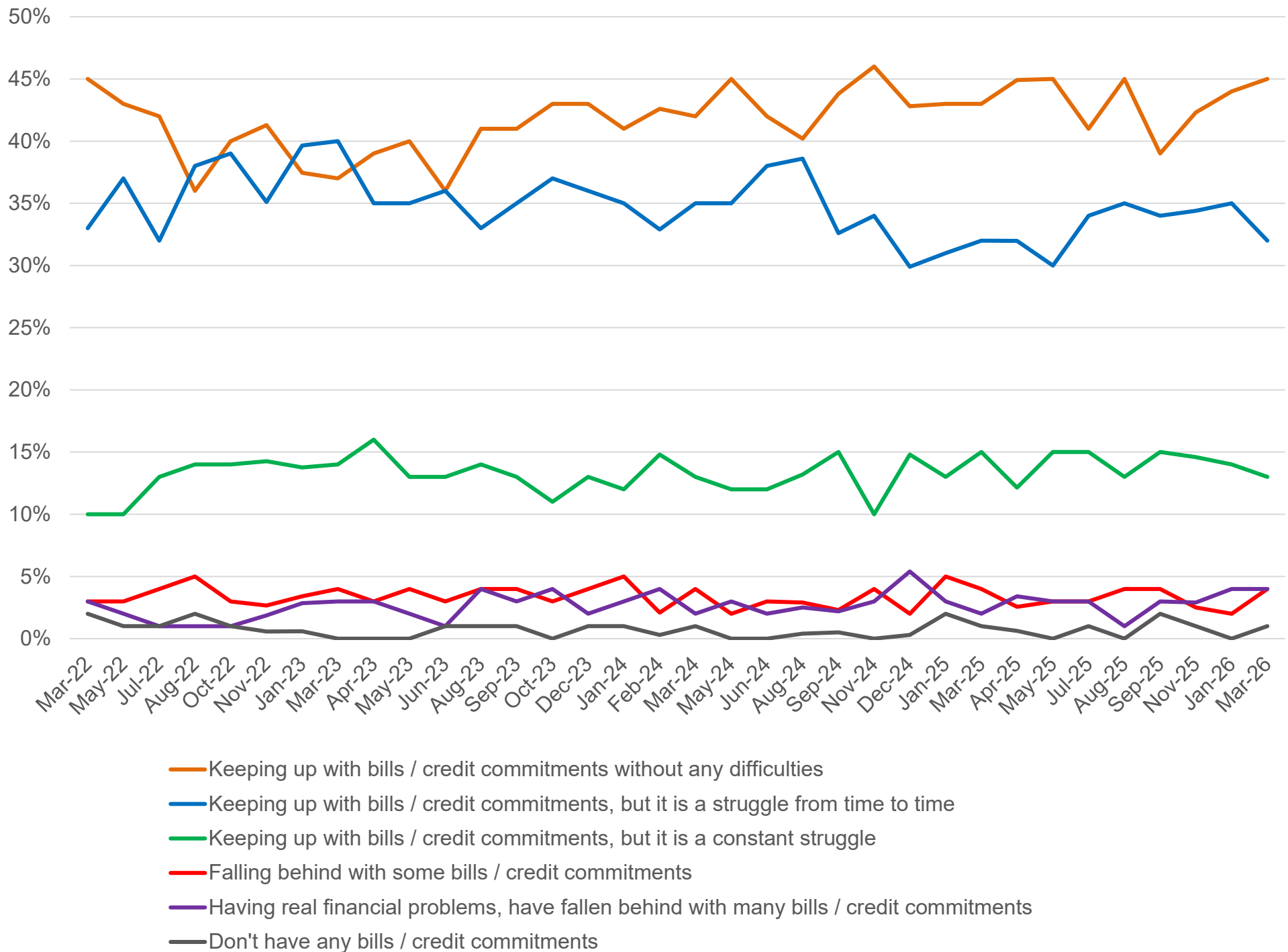
Financial Stability Tracker

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

	Two Year Ago March 24	One Year Ago March 25	March 2026	Change from 2004	Change from 2005
Keeping up with bills / credit commitments without any difficulties	42%	43%	45%	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a struggle from time to time	35%	32%	32%	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a constant struggle	13%	15%	13%	No Sig Change	No Sig Change
Falling behind with some bills / credit commitments	4%	4%	4%	No Sig Change	No Sig Change
Having real financial problems, have fallen behind with many bills / credit commitments	2%	2%	4%	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 (77%) are either keeping up without any difficulties (45%) or only struggling occasionally (32%).**
- **However, 21% overall are not doing well, financially; 13% find it a constant struggle to keep up, 4% are falling behind financially, and 4% are having real financial problems.**
- There has been no significant change in responses compared to when the same question was asked in the People's Panel both one year ago and two years ago.



Would You Rather?

Q. Would you rather ...?

Send a text	53%	19%	27%	Make a phone call
Have telekinesis	30%	26%	44%	Have telepathy
Be funny	15%	42%	44%	Be clever
Cheat and win	6%	17%	77%	Be honest and lose
Be very poor, but powerful	24%	48%	28%	Be very rich, but powerless
Live in a sweet illusion	28%	43%	30%	Live in a bitter reality

Respondents are significantly more likely to prefer to:

- **Be honest and lose (77%) over cheat and win (6%)**
- **Be clever (44%) over be funny (15%)**
- **Send a text (53%) over make a phone call (27%)**
- **Have telepathy (44%) over have telekinesis (30%)**

Respondents tend to be split when it comes to:

- Be very rich, but powerless (28%) versus be very poor, but powerful (24%)
- Live in a bitter reality (30%) versus live in a sweet illusion (28%)