People’s Panel VOX POP May 2026

Analysis Report

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Contents

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. **View the results of this tracker since 2020 here**

Across the seven metrics, 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 (33%) as say they do not feel stressed or anxious (37%).

Compared to one year ago, there has been both a significant increase (+ 5pp) in the proportion of respondents who feel unhappy and significant increase (+ 7pp) in the proportion of respondents who do not feel worthwhile. But positively, there has also been a significant increase (+ 7pp) in the proportion of respondents who do not feel lonely.

Compared to two years ago, whilst there has been a significant decrease (- 6pp) in the proportion of respondents who feel stressed / anxious, there has also been a significant increase (+ 7pp) in the proportion of respondents who feel pessimistic and a significant increase (+ 8pp) in the proportion of respondents who do not feel hopeful.

Voting and Elections

82% of respondents who had an election in their ward at the beginning of May voted.

This compares to 14% of respondents who had an election in their ward at the beginning of May who did not vote.

This figure is broadly similar to the proportion of respondents who told us, in previous surveys, that they voted in the July 2024 general election (85%), the May 2025 mayoral elections (77%), and in the 2018 local elections (77%).

Of the respondents who didn't vote in their local election, the most common reasons for not voting were because they did not see the point in voting (29%) or because they were not able to vote (27%).

A significantly higher proportion of respondents said that they did not vote in the 2026 local election because they didn't see the point in voting (29%) compared to in the 2025 mayoral elections (16%) or the 2024 general elections (16%).

Respondents were asked to provide more detail about why they didn't vote based on their response. Non-voting is primarily driven by practical barriers – particularly administrative issues such as registration, postal voting and ID requirements - alongside health and travel constraints, with distrust in politics playing a secondary role.

89% of respondents believe that something could be done to increase the number of people who vote.

Respondents are most likely to say that voting could be increased by allowing online voting (46%) and / or by providing more / better information on the parties and candidates standing and their policies (42%).

Approximately a third of respondents also believe that voting could be increased if people could vote in person across multiple days (33%), if people had a choice about which polling station to vote at (31%), if the country introduced a proportional voting system (31%), and / or if the need for photo ID was removed (30%).

Respondents were asked what other things could be done to increase the number of people voting. Increasing voter turnout is most strongly associated with compulsory voting, alongside a need to rebuild trust in politicians and offer more credible candidates - highlighting that both structural intervention and political confidence are key to driving participation.

Finally, respondents were asked how much they agree with eleven statements about voting in the UK.

Respondents are most likely to agree that they always try to vote in national elections (88%), they always try to vote in local elections (85%), and that it is easy to vote (80%).

Respondents are least likely to agree that there are too many elections (11%), some people face barriers to voting (45%), that voting should be mandatory (52%), and that elections in the UK are fair and transparent (54%).

Respondents were asked what barriers they thought people faced to voting. The main barriers to voting are structural - particularly voter ID requirements and accessibility challenges - supported by gaps in knowledge and understanding.

Interacting With People Different From Yourself

Respondents were asked how often they interact with people, other than close friends and family, who are different from themselves based on nine characteristics (ethnicity, biological sex, gender identity, sexual orientation, religion, country of birth social class, disability status and age group).

Respondents are most likely to interact with people who are of a different biological sex and **/ or age group to them. They are least likely to interact with people who are of a different gender identity to them**

Since this question was last asked a year ago, the amount that respondents interact with people different than themselves has generally increased across all characteristic types; with the exception of interacting with people of a different sexual orientation. However, none of these changes have been significant.

The groups most likely to interact with people different to themselves are respondents who are those respondents who are from BAME backgrounds, those whose gender identity differs from their biological sex, those who are non-straight, and / or those aged 45 – 54. Conversely, the groups least likely to interact with people different to themselves are those respondents who belong to a non-Christian religion and / or older people aged 65 +.

Experience of Prejudice

Respondents were asked how often, in the last year, they have experienced prejudice or been unfairly treated for any of nine reasons (ethnicity, biological sex, gender identity, sexual orientation, religion, country of birth social class, disability status and age group).
Overall, respondents are most likely to have experienced prejudice due to their age group and / or their biological sex. They are least likely to have experienced prejudice due to their religion.
However, these results must be considered in the context that the significant majority of respondents are straight, UK born, white British and either of no religion or Christian.

Since this question was last a year ago, the amount that respondents feel they have been prejudiced against has decreased across all characteristics, with the exception of age group and sexual orientation. However, none of these changes have been significant.

The groups most likely to experience prejudice are respondents who belong to a non-Christian religion, those from BAME backgrounds, those who are non-straight, those born outside the UK, those aged 16 – 34, those whose gender identity differs from their biological sex, and / or those with an illness or impairment. Conversely, the groups least likely to experience prejudice are respondents who state they have no religion and / or older people aged 65 +.

Welcoming Interaction With Different People

Respondents were asked how much they would welcome the opportunity to interact / interact more with people different to themselves based on nine characteristics (ethnicity, biological sex, gender identity, sexual orientation, religion, country of birth social class, disability status and age group).

Respondents are most likely to be welcoming of more interaction from people who are of a different age group and / or disability status to them. They are least likely to be welcoming of more interaction from people who are of a different gender identity to them

This is the first time this question has been asked so a comparison with previous years is not possible.

The groups most likely welcome interaction with people different to themselves are those respondents who are non-straight, those aged 35 – 44, those from BAME backgrounds, those with no religion, those born outside the UK, those born female, and / or those aged 16 – 34. Conversely, the groups least likely to welcome interaction with people different to themselves are older people aged 55+, those born male, those who identify as Christian, and / or those with an illness / impairment.

Belonging

Respondents were asked to select, from a list of 17 options, up to five things that provide them with the greatest sense of belonging.

Overall, 96% of respondents feel like they belong and 94% feel that at least one of the things listed gives them a sense of belonging.

The significant majority of respondents (87%) think that friends / family provide a sense of belonging. Over half of respondents (60%) also believe that hobbies / interests provide a sense of belonging.

A high proportion also believe that work / career (43%), the community they live in / were born in (39%), generation / age (25%), and nationality / race / ethnicity (25%) provide a sense of belonging.

Since this question was last asked a year ago, there has been a significant increase in the sense of belonging respondents get from hobbies / interests (+7 percentage points) and their sexual orientation (+3 percentage points).

Rising Fuel Prices

81% of respondents, or their household, have access to a motor vehicle that uses diesel, petrol or LPG.

The 81% of respondents with a diesel, petrol, or LPG motor vehicle were asked what impact they recent increases in fuel costs has had on their use of different transport types.

As a result of the recent increases in fuel costs, a third (31%) of respondents with a diesel / petrol / LPG motor vehicle have reduced how much they use it.

Over a quarter (26%) of respondents with a diesel / petrol / LPG motor vehicle are now walking more as a result of the increases in fuel costs, and 11% are using public transport more.

As a result of the recent increases in the cost of fuel, around a quarter of respondents either have travel plans they are concerned will be cancelled (28%), have flights they are concerned may be cancelled (27%), have travel plans they are considering changing (22%), and / or are postponing making any travel plans (18%).

Electric Vehicles

6% of respondents state they / their household already owns an electric vehicle.

This compares to 3% of respondents who owned an electric vehicle when asked in a March 2023 People's Panel.

A further 20% state that the current fuel cost increases mean it is more likely that they / their household will consider buying an electric vehicle in future.

For the majority of respondents (63%) the current fuel cost increases have not changed their / their households likelihood to consider buying an electric vehicle in future.

The 94% of respondents whose household doesn't already own an electric vehicle were asked when they feel is likely that they would buy one.

Two thirds (64%) of respondents whose household do not currently own an electric vehicle think that their household is likely to buy an electric vehicle at some point in the future.

The majority (36%) state that this will be within the next 10 years, 5% state this will be in more than 10 years' time, and a fifth (22%) state their household will only buy an electric vehicle when they have no other choice.

23% of respondents state that their household will never buy an electric vehicle and 13% of respondents live in a household where no one drives.

Since a similar question was asked in a 2023 People's Panel survey, the proportion of respondents who say they will never buy an electric vehicle remains unchanged. However, the proportion of respondents who feel it is likely they will buy an electric vehicle in the next three years has increased from 5% to 11%.

All respondents were then asked to select from a list of 16 options, what they feel are the main barriers to people buying electric vehicles.

98% of respondents believe that there are barriers to people buying electric vehicles. The majority of respondents feel that the main barriers to people buying electric vehicles are the cost of buying an electric vehicle (63%), the range (how many miles it will travel between charges) (63%), and where to charge (56%).

Over a quarter of respondents also state that barriers include how long it takes to charge (38%), battery life (29%), lack of electric vehicle charging infrastructure locally (28), and the cost of battery replacement (28%).

Finally, respondents were asked about the availably of off-street parking at their home and whether they currently have a dedicated electric vehicle charger.

61% of respondents state they <u>do</u> have off street parking at home. This is made up of 12% of respondents who either already have a dedicated electric vehicle charger (7%) or are currently considering getting one (5%), 23% of respondents who think it is likely they will get one in the next 10 years (23%), and 26% of respondents who think it is unlikely they will get a dedicated electric vehicle charger in the next 10 years.

Since a similar question was asked in a 2023 People's Panel survey, the proportion of respondents who vave space for off-street parking and have a dedicated electric vehicle charger has risen from 3% to 7%.

A third of respondents (33%) state they <u>do not</u> have off street parking at their home.

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. **View the results of this tracker since 2022 here**

The majority of respondents (76%) are either keeping up without any difficulties (48%) or only struggling occasionally (28%).

However, 22% overall are not doing well, financially; 15% find it a constant struggle to keep up, 4% are falling behind financially, and 3% are having real financial problems.

There has been <u>no significant change</u> in responses compared to when the same question was asked in the People's Panel one year ago.

However, compared to two years ago, there has been a significant <u>increase</u> in those who are keeping up without any difficulties (+ 6pp), and an equivalent <u>decrease</u> in those who are keeping up but struggling from time to time (- 7pp).

Would You Rather?

Respondents are significantly more likely to prefer to:

- **Have a perfect memory and be able to remember everything (60%)** over be able to forget anything they wanted at will (17%)
- **Be thought of as kind (50%)** over be thought of as clever (13%)
- **Always be able to tell when someone is lying (48%)** over only be able to tell the truth (17%)
- **Feel appreciated (45%)** over feel understood (21%)
- **Give up all the money they made this year (37%)** over give up all the memories they have made this year (18%)
- **Never celebrate their birthday again (37%)** over have to throw a huge birthday party every year (23%)
- **Have infinite knowledge (36%)** over have infinite creativity (26%)
- **Have more energy (38%)** over have more time (32%)

Background and Methodology

Introduction

This survey was conducted between May and June 2026. Questions covered the following topics:

- Happiness and Wellbeing
- Voting
- Interacting With People Different From Yourself and Belonging
- Experience of Prejudice
- Rising Fuel Prices and Electric Vehicles
- 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 May and June 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	751	96.9%
Non-Member	24	3.1%
Total	**775**	

Local Authority Residence	Count	%
Hull	688	88.8%
- West Area	144	18.6%
- North Area	287	37.0%
- East Area	250	32.3%
- Hull But Unknown Area	7	0.9%
East Riding	83	10.7%
Not Hull or East Riding	2	0.3%
No Postcode Provided	2	0.3%
Total	**775**	

688 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 3.73% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 3.73 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 (688)**		**Hull Pop**	**Weighted Sample**
Gender	CIS Female	343	50.0%	49.9%	48.7%
	CIS Male	338	49.3%	50.1%	49.0%
	Non-CIS / Other / non-binary	5	0.7%	-	2.3%
LLTI (impairment or illness)	No	300	43.6%	76.7%	69.7%
	Yes	388	56.4%	23.3%	30.3%
Age group	16-34	35	5.1%	33.7%	20.4%
	35-44	56	8.2%	17.8%	22.1%
	45-54	91	13.3%	14.4%	18.7%
	55-64	174	25.4%	14.7%	16.9%
	65-74	217	31.7%	10.7%	13.6%
	75+	112	16.4%	8.7%	8.4%
Ethnic group	BAME (Black, Asian and Minority Ethnicities inc. White Other)	31	4.5%	15.0%	11.0%
	White British	657	95.5%	85.0%	89.0%

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	6%	15%	22%	39%	18%
Healthy	4%	17%	30%	39%	10%
Lonely	33%	24%	21%	14%	8%
Anxious / Stressed	14%	24%	30%	24%	9%
Worthwhile	4%	16%	26%	32%	23%
Optimistic	5%	22%	28%	28%	17%
Hopeful	5%	19%	29%	31%	16%

Focus on positive feelings:

	Pre-Lockdown Jan 2020	**Lockdown** Apr 2020	**Two Year Ago** May 2024	**One Year Ago** May 2025	**May 2026**
Happy	65%	51%	55%	58%	**57%**
Healthy	51%	50%	44%	45%	**48%**
Not Lonely	58%	50%	54%	50%	**57%**
Not Stressed / Anxious	36%	31%	31%	34%	**37%**
Worthwhile	56%	50%	53%	50%	**54%**
Optimistic	-	-	50%	41%	**45%**
Hopeful	-	-	51%	44%	**47%**

Focus on negative feelings:

	Pre-Lockdown Jan 2020	**Lockdown** Apr 2020	**Two Year Ago** May 2024	**One Year Ago** May 2025	**May 2026**
Unhappy	14%	23%	17%	17%	**21%**
Unhealthy	20%	20%	26%	21%	**21%**
Lonely	23%	26%	21%	24%	**22%**
Stressed / Anxious	36%	41%	39%	31%	**33%**
Not worthwhile	14%	15%	16%	13%	**20%**
Pessimistic	-	-	19%	25%	**27%**
Not hopeful	-	-	15%	21%	**24%**

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 (33%) as say they do not feel stressed or anxious (37%).

Compared to one year ago, there has been:

- A significant increase (+ 5pp) in the proportion of respondents who do feel unhappy.
- A significant increase (+ 7pp) in the proportion of respondents who do not feel worthwhile.

But positively, there has also been a significant increase (+ 7pp) in the proportion of respondents who do not feel lonely.

Compared to two years ago, whilst there has been a significant decrease (- 6pp) in the proportion of respondents who do feel stressed / anxious, there has also been:

- A significant increase (+ 7pp) in the proportion of respondents who do feel pessimistic
- A significant increase (+ 8pp) in the proportion of respondents who do not feel hopeful.

Voting and Local Elections

Q. Did you vote in the local elections at the beginning of May?

	All Respondents	**Only Respondents With Elections in Their Ward**
Yes	76%	82%
No	20%	14%
Prefer Not to Say	4%	4%

- **82% of respondents who had an election in their ward at the beginning of May voted.**

- This figure is broadly similar to the proportion of respondents who told us, in previous surveys, that they voted in the July 2024 general election (85%), the May 2025 mayoral elections (77%), and in the 2018 local elections (77%).

- This compares to 14% of respondents who had an election in their ward at the beginning of May who did not vote.

Of the 14% of respondents who had an election in their ward but did not vote:

Q. Why didn't you vote?

Didn't see the point in voting (please tell us why)	29%
I was not able to vote (please tell us why)	27%
Didn't like any of the candidates	17%
Other (please state)	15%
I never vote	15%
Didn't like any of the parties	11%
I was not registered to vote / didn't register in time (please tell us why)	3%

- **Of the respondents who didn't vote in their local election, the most common reasons for not voting were because they did not see the point in voting (29%) or because they were not able to vote (27%).**

	2026 Local	**2025 Mayoral**	**2024 General**
Didn't see the point in voting	29%	16%	16%
I was not able to vote	27%	16%	35%
Didn't like any of the candidates	17%	29%	13%
Other	15%	21%	23%
I never vote	15%	12%	16%
Didn't like any of the parties	11%	11%	12%
I was not registered to vote / didn't register in time	3%	12%	7%

- **A significantly higher proportion of respondents said that they did not vote in the 2026 local election because they didn't see the point in voting (29%) compared to in the 2025 mayoral elections (16%) or the 2024 general elections (16%).**

Respondents were asked to provide more detail about why they didn't vote based on their response.

60 Comments

<u>Key Themes</u>

- **Logistical, Administrative and ID Issues (17 Comments)**

  - Postal votes not received or incorrect
  - Issues after moving house (registration, postal vote not updated)
  - Confusion over polling cards or locations
  - No valid or expired photo ID

A significant proportion of people were **prevented by system / process barriers**, including ID requirements.

- **Illness / Health (10 Comments)**

  - Being ill or bedridden
  - Recovering from operations
  - Caring for family with health issues

Health remains a major **unavoidable barrier to participation**.

- **Away / Travel (10 Comments)**

  - On holiday or out of the country
  - Work travel / business trips
  - Missing postal vote deadlines

Many non-voters were simply **not physically available to vote**.

<u>Other Themes</u>

- **Distrust / Disillusionment (7 Comments):** A notable group actively chose not to vote due to low trust and disengagement.
- **Forgot / Lack of Awareness (5 Comments):** Indicates low salience and limited prompting / reminders.

<u>Summary</u>

Non-voting is primarily driven by practical barriers - particularly administrative issues such as registration, postal voting and ID requirements - alongside health and travel constraints, with distrust in politics playing a secondary role.

All Respondents:

Q. Which, if any, of the following do you think would most increase the number of people who vote?

Being able to vote online	46%
More / better information on the parties and candidates standing and their policies	42%
Voting in person across multiple days / not just on one day	33%
Choice about which polling station to vote at	31%
A proportional voting system	31%
Removing the need for photo id	30%
Easier access to postal or proxy vote	19%
Increased security against electoral fraud	16%
Being able to vote in locations other than a polling station	15%
More / better information on how the voting process works	14%
Other (please state)	13%
Nothing would increase the number of people who vote	11%

- **89% of respondents believe that something could be done to increase the number of people who vote.**

- **Respondents are most likely to say that voting could be increased by allowing online voting (46%) and / or by providing more / better information on the parties and candidates standing and their policies (42%).**

- Approximately a third of respondents also believe that voting could be increased if people could vote in person across multiple days (33%), if people had a choice about which polling station to vote at (31%), if the country introduced a proportional voting system (31%), and / or if the need for photo ID was removed (30%).

Respondents were asked what other things could be done to increase the number of people voting.

100 Comments

<u>Key Themes</u>

- **Compulsory Voting (34 Comments)**
  - Making voting mandatory by law
  - Introducing fines for non-voters
  - Following systems like Australia

Many respondents believe turnout will **only significantly increase if voting is enforced** rather than voluntary.

- **Trust, Honesty and Accountability in Politicians (16 Comments)**
  - Politicians telling the truth
  - Delivering on promises
  - Being held accountable
  - Acting in the public's interest

A major barrier to turnout is **lack of trust**, and rebuilding credibility is seen as key to increasing participation.

- **Better Candidates and Policies (7 Comments)**
  - Higher-quality candidates with integrity
  - Clear, realistic and enforceable policies
  - Better party choices

People are more likely to vote if they feel there are **credible, worthwhile options available**.

Other Themes

- **Education and Engagement (6 Comments):** Improving understanding can help people feel more confident and engaged in voting.
- **System Reform / Making Voting Meaningful (6 Comments):** People are more motivated when they feel their vote has real impact.

Summary

Increasing voter turnout is most strongly associated with compulsory voting, alongside a need to rebuild trust in politicians and offer more credible candidates - highlighting that both structural intervention and political confidence are key to driving participation.

Q. How much do you agree with the following about voting in the UK?

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I am confident that elections in the UK are well run	2%	12%	17%	42%	26%
I am satisfied with the process of voting	3%	14%	17%	46%	21%
It is easy to vote	1%	7%	12%	46%	35%
Voting in elections should be mandatory	7%	18%	24%	21%	30%
Elections in the UK are fair and transparent	5%	14%	27%	36%	17%
Some people face barriers to voting	5%	9%	41%	28%	17%
I always try to vote in national elections	3%	2%	6%	18%	70%
I always try to vote in local council elections	2%	4%	8%	19%	67%
I always try to vote in other local elections (e.g. Police and Crime Commissioner, Mayor)	2%	11%	16%	21%	50%
There are too many elections	17%	40%	33%	9%	1%
I generally trust the voting system in the UK	8%	12%	18%	38%	23%

	Strongly Disagree or Disagree	Strongly Agree or Agree
I am confident that elections in the UK are well run	14%	68%
I am satisfied with the process of voting	16%	67%
It is easy to vote	7%	80%
Voting in elections should be mandatory	25%	52%
Elections in the UK are fair and transparent	19%	54%
Some people face barriers to voting	14%	45%
I always try to vote in national elections	5%	88%
I always try to vote in local council elections	7%	85%
I always try to vote in other local elections (e.g. PCC, Mayor)	13%	72%
There are too many elections	56%	11%
I generally trust the voting system in the UK	20%	62%

- **Respondents are significantly more likely to agree rather than disagree with all of the statements listed, with the exception that there are too many elections.**

- **Respondents are most likely to agree that they always try to vote in national elections (88%), they always try to vote in local elections (85%), and that it is easy to vote (80%).**

- Respondents are least likely to agree that there are too many elections (11%), some people face barriers to voting (45%), that voting should be mandatory (52%), and that elections in the UK are fair and transparent (54%).

Respondents were asked what barriers they thought people faced to voting.

137 Comments

Key Themes

- **Voter ID Requirements (48 Comments)**

  - No passport or driving license
  - Cost or difficulty obtaining ID
  - Lack of awareness of valid alternatives
  - Disproportionate impact on vulnerable groups (e.g. elderly, low-income, homeless)

ID requirements are widely perceived as **excluding certain groups from voting**.

- **Disability. Health and Mobility (32 Comments)**

  - Physical disabilities and mobility issues
  - Long-term illness and poor health
  - Mental health challenges
  - Elderly voters struggling to access polling stations

Accessibility remains a **major structural barrier**, particularly without adequate support.

- **Knowledge, Understanding and Information (14 Comments)**

    - Not understanding how the system works
    - Lack of information on registration, ID, or voting process
    - Limited political education
    - Confusion about elections

Many people feel **under-informed or unsure**, which prevents participation.

Other Themes

- **System Complexity and Process Barriers (4 Comments):** Administrative friction creates additional hurdles, particularly for less engaged voters.
- **Access and Transport (3 Comments):** Physical access is a secondary but still relevant barrier.
- **Social and Personal Barriers (3 Comments):** Some barriers are hidden and social, affecting specific individuals.

Summary

The main barriers to voting are structural - particularly voter ID requirements and accessibility challenges - supported by gaps in knowledge and understanding.

Interacting With People Different From Yourself

Q. How often would you say you interact with people that you know are different to you in the following ways?

Please do not include immediate family members / carers

	Rarely / Never	**2**	**3**	**4**	**Very Often**	**Don't Know**
Ethnic Origin	6%	18%	19%	22%	32%	3%
Biological sex	3%	3%	8%	14%	71%	3%
Gender identity	25%	17%	19%	13%	15%	11%
Sexual orientation	9%	11%	16%	22%	32%	10%
Religion	5%	8%	17%	23%	32%	14%
Country of Birth	6%	15%	16%	22%	35%	7%
Social Class	4%	9%	17%	28%	36%	6%
Disability Status	4%	14%	22%	23%	34%	4%
Age Group	1%	4%	9%	26%	58%	3%

Average Score Out of 5 (Don't Knows Removed)

	May 2025	**May 2026**	**Significant Change**
Biological sex	Not Asked	**4.52**	-
Age Group	4.32	**4.39**	No Change
Social Class	3.68	**3.88**	No Change
Religion	3.63	**3.82**	No Change
Disability Status	3.60	**3.72**	No Change
Country of Birth	3.58	**3.71**	No Change
Sexual orientation	3.65	**3.63**	No Change
Ethnic Origin	3.47	**3.57**	No Change
Gender identity	Not Asked	**2.73**	-

- **Respondents are most likely to interact with people who are of a different biological sex** and / **or age group to them.**
- **They are least likely to interact with people who are of a different gender identity to them**
- The amount that respondents interact with people different than themselves has generally increased across all characteristic types, with the exception of interacting with people of a different sexual orientation. However, none of these changes have been significant.
- **The table overleaf shows that the groups most likely to interact with people different to themselves are those respondents who from BAME backgrounds, those whose gender identity differs from their biological sex, those who are non-straight, and / or those aged 45 – 54.**
- **Conversely, the groups least likely to interact with people different to themselves are those respondents who belong to a non-Christian religion and / or older people aged 65 +.**

Propensity to Interact With People Different To Themselves By Respondent Characteristic: (Score Out of 5 – From Rarely / Never to Very Oten)

Green: Significantly more likely to interact with people who are different to them in this way

Red: Significantly less likely to interact with people who are different to them in this way

	Overall	BAME	White British	Female	Male	Gender ID Same as Bio Sex	Gender ID Different to Bio Sex	Non-Straight	Straight	Christian	No Religion	Other Religion
Ethnic Origin	**3.57**	4.24	3.49	3.65	3.46	3.55	4.67	3.70	3.56	3.39	3.67	3.62
Biological sex	**4.52**	4.45	4.53	4.45	4.57	4.51	4.78	4.63	4.50	4.49	4.62	3.84
Gender identity	**2.73**	2.71	2.74	2.86	2.47	2.67	4.67	3.74	2.53	2.57	2.82	2.73
Sexual orientation	**3.63**	3.57	3.64	3.72	3.46	3.59	4.78	4.51	3.46	3.29	3.88	3.25
Religion	**3.82**	4.13	3.78	3.83	3.79	3.81	4.22	4.16	3.75	3.78	3.85	3.91
Country of Birth	**3.71**	4.42	3.61	3.78	3.60	3.69	4.09	3.67	3.71	3.63	3.77	3.57
Social Class	**3.88**	4.21	3.84	3.94	3.82	3.88	4.33	3.83	3.90	3.81	3.99	3.43
Disability Status	**3.72**	3.43	3.76	3.84	3.57	3.71	4.67	4.12	3.65	3.83	3.65	3.70
Age Group	**4.39**	4.20	4.41	4.35	4.41	4.38	4.55	4.55	4.36	4.45	4.40	3.94

	Overall	Born in UK	Born Outside Uk	No Disability	Yes Disability	16 – 34	35 – 44	45 – 54	55- 64	65 -74	75 +
Ethnic Origin	**3.57**	3.50	4.39	3.64	3.41	3.66	3.49	3.81	3.54	3.32	3.43
Biological sex	**4.52**	4.52	4.48	4.63	4.26	4.53	4.81	4.71	4.49	4.12	3.97
Gender identity	**2.73**	2.75	2.65	2.71	2.78	2.99	2.93	2.67	2.73	2.35	2.00
Sexual orientation	**3.63**	3.63	3.67	3.67	3.54	3.94	3.79	3.76	3.63	3.05	2.71
Religion	**3.82**	3.80	4.11	3.84	3.76	3.76	3.84	4.12	3.71	3.66	3.69
Country of Birth	**3.71**	3.62	4.62	3.74	3.63	3.71	3.65	3.88	3.74	3.59	3.59
Social Class	**3.88**	3.84	4.21	3.97	3.68	3.64	4.07	4.12	3.87	3.79	3.76
Disability Status	**3.72**	3.73	3.70	3.65	3.90	3.76	3.48	3.72	3.88	3.73	3.85
Age Group	**4.39**	4.40	4.26	4.45	4.25	4.21	4.56	4.55	4.41	4.23	4.19

Experience of Prejudice

Q. Thinking about your personal experiences over the past year, how often has anyone shown prejudice against you or treated you unfairly because of each of the following?

	Rarely / Never	2	3	4	Very Often	Don't Know
Ethnic Origin	77%	7%	6%	4%	1%	4%
Biological sex	58%	14%	13%	8%	4%	4%
Gender identity	77%	4%	6%	3%	1%	8%
Sexual orientation	78%	6%	7%	2%	1%	6%
Religion	82%	7%	4%	1%	1%	5%
Country of Birth	80%	6%	5%	4%	1%	5%
Social Class	66%	13%	10%	4%	3%	5%
Disability Status	76%	7%	6%	2%	3%	5%
Age Group	56%	17%	10%	8%	6%	4%

Average Score Out of 5 (Don't Knows Removed)

	May 2025	May 2026	Significant Change
Age Group	1.81	**1.87**	No Change
Biological sex	-	**1.81**	-
Social Class	1.61	**1.59**	No Change
Disability Status	1.49	**1.41**	No Change
Ethnic Origin	1.45	**1.39**	No Change
Gender identity	-	**1.35**	-
Country of Birth	1.39	**1.33**	No Change
Sexual orientation	1.30	**1.32**	No Change
Religion	1.32	**1.25**	No Change

- **Respondents are most likely to have experienced prejudice due to their age group and / or their biological sex.**
- **They are least likely to have experienced prejudice due to their religion.**
- The amount that respondents feel they have been prejudiced against has decreased across all characteristics, with the exception of age group and sexual orientation. However, none of these changes have been significant.
- **The table overleaf shows that the groups most likely to have experienced prejudice are those respondents who belong to a non-Christian religion, those from BAME backgrounds, those who are non-straight, those born outside the UK, those aged 16 – 34, those whose gender identity differs from their biological sex, and / or those with an illness or impairment.**
- **Conversely, the groups least likely to have experienced prejudice are those respondents who state they have no religion and / or older people aged 65 +.**

Propensity to Have Experienced Prejudice By Respondent Characteristic: (Score Out of 5 – From Rarely / Never to Very Often)

Green: Significantly more likely to experience prejudice because of the reason listed
Red: Significantly less likely to experience prejudice because of the reason listed

	Overall	**BAME**	**White British**	**Female**	**Male**	**Gender ID Same as Bio Sex**	**Gender ID Different to Bio Sex**	**Non-Straight**	**Straight**	**Christian**	**No Religion**	**Other Religion**
Ethnic Origin	**1.39**	2.20	1.28	1.32	1.48	1.40	1.00	1.34	1.39	1.48	1.26	2.02
Biological sex	**1.81**	2.04	1.78	2.03	1.51	1.77	3.45	2.38	1.70	1.61	1.86	2.37
Gender identity	**1.35**	1.65	1.31	1.38	1.21	1.29	3.44	1.77	1.26	1.27	1.33	1.73
Sexual orientation	**1.32**	1.58	1.28	1.25	1.31	1.28	2.87	2.23	1.14	1.35	1.27	1.43
Religion	**1.25**	1.72	1.18	1.27	1.22	1.25	1.22	1.39	1.21	1.34	1.09	2.03
Country of Birth	**1.33**	2.07	1.23	1.19	1.47	1.33	1.00	1.33	1.31	1.41	1.20	1.85
Social Class	**1.59**	1.99	1.54	1.57	1.55	1.56	2.68	1.90	1.53	1.59	1.54	1.89
Disability Status	**1.41**	1.60	1.39	1.46	1.30	1.38	2.77	1.79	1.34	1.37	1.31	2.44
Age Group	**1.87**	1.99	1.85	1.89	1.85	1.87	1.78	2.24	1.78	1.93	1.75	2.36

	Overall	**Born in UK**	**Born Outside Uk**	**No Disability**	**Yes Disability**	**16 – 34**	**35 – 44**	**45 – 54**	**55- 64**	**65 -74**	**75 +**
Ethnic Origin	**1.39**	1.30	2.32	1.38	1.42	1.73	1.28	1.39	1.32	1.26	1.13
Biological sex	**1.81**	1.79	2.06	1.74	1.96	2.69	1.79	1.75	1.46	1.30	1.15
Gender identity	**1.35**	1.32	1.56	1.29	1.48	1.92	1.23	1.22	1.16	1.13	1.14
Sexual orientation	**1.32**	1.26	1.83	1.31	1.34	1.57	1.26	1.32	1.26	1.15	1.15
Religion	**1.25**	1.21	1.53	1.18	1.38	1.34	1.11	1.26	1.21	1.25	1.19
Country of Birth	**1.33**	1.21	2.33	1.26	1.48	1.36	1.32	1.35	1.26	1.26	1.17
Social Class	**1.59**	1.55	2.00	1.53	1.72	1.87	1.60	1.61	1.50	1.34	1.29
Disability Status	**1.41**	1.38	1.79	1.18	1.94	1.47	1.51	1.20	1.41	1.38	1.41
Age Group	**1.87**	1.86	1.87	1.79	2.05	2.22	1.41	1.77	2.04	1.87	1.80

Welcoming Interaction With Different People

Q. How much would you welcome the opportunity to interact or interact more often with people who you know are different to you in the following ways?

	Not at All	**2**	**3**	**4**	**A Lot**	**Don't Know**
Ethnic Origin	6%	8%	23%	18%	33%	12%
Biological sex	5%	6%	25%	16%	37%	12%
Gender identity	10%	11%	24%	13%	28%	14%
Sexual orientation	8%	6%	25%	17%	31%	14%
Religion	7%	8%	27%	14%	31%	14%
Country of Birth	6%	4%	25%	19%	35%	12%
Social Class	4%	5%	26%	20%	32%	12%
Disability Status	4%	4%	26%	20%	34%	12%
Age Group	4%	2%	25%	22%	35%	12%

Average Score Out of 5 (Don't Knows Removed)

	May 2026
Age Group	**3.95**
Disability Status	**3.87**
Biological sex	**3.85**
Country of Birth	**3.83**
Social Class	**3.80**
Ethnic Origin	**3.73**
Sexual orientation	**3.65**
Religion	**3.62**
Gender identity	**3.43**

- **Respondents are <u>most</u> likely to be welcoming of more interaction from people who are of a different <u>age group</u> and / or <u>disability status</u> to them.**

- **They are <u>least</u> likely to be welcoming of more interaction from people who are of a different <u>gender identity</u> to them**

- This is the first time this question has been asked so a comparison with previous years is not possible.

- **The table overleaf shows that the groups <u>most</u> likely to welcome interaction with people different to themselves are those respondents who are non-straight, those aged 35 – 44, those from BAME backgrounds, those with no religion, those born outside the UK, those born females, and / or those aged 16 – 34.**

- **Conversely, the groups <u>least</u> likely to welcome interaction with people different to themselves are older people aged 55+, those born male, those who identify as Christian, and / or those with an illness / impairment.**

Propensity to Welcome Interaction With People Different To Themselves By Respondent Characteristic: (Score Out of 5 – From Not At All to A Lot)

Green: Significantly more likely to welcome interaction with people who are different to them in this way
Red: Significantly less likely to welcome interaction with people who are different to them in this way

	Overall	**BAME**	**White British**	**Female**	**Male**	**Gender ID Same as Bio Sex**	**Gender ID Different to Bio Sex**	**Non-Straight**	**Straight**	**Christian**	**No Religion**	**Other Religion**
Ethnic Origin	**3.73**	4.23	3.66	3.92	3.50	3.71	4.13	4.36	3.61	3.33	4.00	3.72
Biological sex	**3.85**	4.21	3.81	3.90	3.78	3.84	4.13	4.18	3.80	3.79	3.97	3.22
Gender identity	**3.43**	3.57	3.41	3.75	3.05	3.40	4.13	4.31	3.27	2.98	3.72	3.42
Sexual orientation	**3.65**	4.16	3.59	3.85	3.41	3.63	4.13	4.40	3.52	3.25	3.94	3.72
Religion	**3.62**	4.05	3.56	3.79	3.41	3.60	4.13	4.17	3.52	3.44	3.80	3.20
Country of Birth	**3.83**	4.49	3.74	4.01	3.63	3.82	4.13	4.37	3.74	3.59	4.01	3.68
Social Class	**3.80**	4.63	3.69	3.90	3.67	3.79	4.13	4.21	3.73	3.65	3.93	3.65
Disability Status	**3.87**	4.42	3.79	3.97	3.74	3.86	4.13	4.27	3.80	3.69	4.01	3.71
Age Group	**3.95**	4.32	3.90	4.09	3.78	3.94	4.13	4.37	3.88	3.86	4.05	3.64

	Overall	**Born in UK**	**Born Outside Uk**	**No Disability**	**Yes Disability**	**16 – 34**	**35 – 44**	**45 – 54**	**55- 64**	**65 -74**	**75 +**
Ethnic Origin	**3.73**	3.70	4.09	3.81	3.55	3.96	4.17	3.85	3.39	3.39	3.12
Biological sex	**3.85**	3.83	4.19	3.96	3.62	4.17	4.28	3.92	3.51	3.40	3.30
Gender identity	**3.43**	3.46	3.19	3.46	3.37	3.85	4.02	3.31	3.07	2.95	2.74
Sexual orientation	**3.65**	3.62	4.14	3.69	3.56	4.17	4.21	3.52	3.37	3.14	2.83
Religion	**3.62**	3.59	3.97	3.72	3.40	3.84	4.07	3.65	3.36	3.15	3.29
Country of Birth	**3.83**	3.79	4.35	3.93	3.62	3.99	4.29	3.90	3.52	3.45	3.44
Social Class	**3.80**	3.74	4.56	3.86	3.67	3.96	4.23	3.88	3.54	3.43	3.39
Disability Status	**3.87**	3.84	4.29	3.90	3.81	4.06	4.28	3.84	3.61	3.55	3.56
Age Group	**3.95**	3.94	4.13	4.00	3.84	4.15	4.33	3.87	3.65	3.69	3.73

Belonging

Q. Which of the following provides you with a sense of belonging?

	May 2025	May 2026	Significant Change
Family and friends	85%	**87%**	No Change
Hobbies / interests	53%	**60%**	▲
Work / career	44%	**43%**	No Change
Community live in / born in	34%	**39%**	No Change
Generation / age	27%	**25%**	No Change
Nationality / race / ethnicity	22%	**25%**	No Change
Class / economic status	8%	**10%**	No Change
Religion	8%	**9%**	No Change
Sexual orientation	4%	**7%**	▲
Biological sex	Not Asked	**6%**	-
Disability, impairment or illness	Not Asked	**6%**	-
Particular event in my life	4%	**5%**	No Change
School / college	7%	**4%**	No Change
I don't feel I belong	6%	**4%**	No Change
Gender Identity	Not Asked	**3%**	-
None of these	2%	**2%**	No Change
Other	1%	**1%**	No Change

- **Overall, 96% of respondents feel like they belong and 94% feel that at least one of the things listed gives them a sense of belonging.**

- **The significant majority of respondents (87%) think that friends / family provide a sense of belonging.**

- Over half of respondents (60%) also believe that hobbies / interests provide a sense of belonging.

- A high proportion also believe that the following provide a sense of belonging:

    - Work / career (43%)
    - Community live in / born in (39%)
    - Generation / age (25%)
    - Nationality / race / ethnicity (25%)

- Since this question was asked last year, there has been a significant increase in the sense of belonging respondents get from:

    - Hobbies / interests (+7 percentage points)
    - Sexual orientation (+3 percentage points)

Rising Fuel Prices

Q. Do you / your household own or have access to (for example, as a passenger) a motor vehicle that uses diesel, petrol or LPG?

Yes	81%
No	19%
Don't Know	<1%

- **81% of respondents, or their household, have access to a motor vehicle that uses diesel, petrol or LPG.**

Of the 81% of respondents with a diesel / petrol / LPG motor vehicle:

Q. Has the recent increase in fuel costs changed how frequently you use the following types of transport?

	Reduced	Stayed the Same	Increased	Don't Own / Use
Petrol / diesel motor vehicle	31%	65%	5%	-
Electric vehicle	1%	10%	5%	84%
Public transport	3%	49%	11%	37%
Bicycle (inc. e-bike)	0%	24%	7%	69%
Walking	1%	64%	26%	10%

- **As a result of the recent increases in fuel costs, a third (31%) of respondents with a diesel / petrol / LPG motor vehicle have reduced how much they use it.**

- Over a quarter (26%) of respondents with a diesel / petrol / LPG motor vehicle are now walking more as a result of the increases in fuel costs, and 11% are using public transport more.

All Respondents:

Q. How much do you agree with the following, when considering the recent increase in the cost of fuel?

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Does Not Apply
I'm considering changing my travel plans	16%	30%	22%	16%	6%	11%
I'm postponing making travel plans	14%	32%	23%	10%	8%	14%
I'm concerned my flights may be cancelled	5%	12%	17%	19%	8%	39%
I'm concerned my plans will be cancelled	9%	17%	23%	18%	10%	24%

- **Around a quarter of respondents either have travel plans they are concerned will be cancelled (28%), have flights they are concerned may be cancelled (27%), have travel plans they are considering changing (22%), and / or are postponing making any travel plans (18%).**

Electric Vehicles

Q. Still thinking about the current fuel cost increases, has this changed how likely it is that you / your household will consider buying an electric vehicle?

Less likely to consider it	11%
No change	63%
More likely to consider it	20%
Already have an electric vehicle	6%

- **6% of respondents state they / their household already owns an electric vehicle.**
- This compares to 3% of respondents who owned an electric vehicle when asked in a March 2023 People's Panel.
- **A further 20% state that the current fuel cost increases mean it is <u>more likely</u> that they / their household will consider buying an electric vehicle in future.**
- For the majority of respondents (63%) the current fuel cost increases have not changed their / their households likelihood to consider buying an electric vehicle in future.

Of the 94% of respondents whose household don't already own an electric vehicle:

Q. When do you feel your household is likely to buy an electric vehicle?

<table>
<tr><th></th><th>May 2026</th><th>March 2023</th></tr>
<tr><td>Likely to buy in next 3 years</td><td>11%</td><td>5%</td></tr>
<tr><td>Likely to buy in the next 3 - 6 years</td><td>15%</td><td>13%</td></tr>
<tr><td>Likely to buy in the next 6 - 10 years</td><td>10%</td><td>18%</td></tr>
<tr><td>Likely to buy in the next 10 years +</td><td>5%</td><td rowspan="2">26%</td></tr>
<tr><td>Likely to buy when we have no other choice</td><td>22%</td></tr>
<tr><td>My household won't buy an electric vehicle</td><td>23%</td><td>24%</td></tr>
<tr><td>No-one in my household drives</td><td>13%</td><td>14%</td></tr>
</table>

- **Two thirds (64%) of respondents whose household do not currently own an electric vehicle think that their household is likely to buy an electric vehicle at some point in the future:**
  - **the majority (36%) state that this will be within the <u>next 10 years</u>**
  - **5% state this will be in more than 10 years' time**
  - **a fifth (22%) state their household will only buy an electric vehicle when they have no other choice.**
- 23% of respondents state that their household will never buy an electric vehicle.
- 13% of respondents live in a household where no one drives.
- Since a similar question was asked in a 2023 People's Panel survey, the proportion of respondents who say they will never buy an electric vehicle remains unchanged. However, the proportion of respondents who feel it is likely they will buy an electric vehicle in the next three years has increased from 5% to 11%.

All Respondents:

Q. What do you think are the main barriers to people buying an electric vehicle?

Cost of buying an electric vehicle	63%
Range (how many miles it will travel between charges)	63%
Where to charge it	56%
How long it takes to charge	38%
Battery life	29%
Lack of electric vehicle charging infrastructure locally	28%
Cost of battery replacement	28%
How reliable an electric vehicle is	24%
Worry about how to charge it	24%
Lack of electric vehicle infrastructure nationally	20%
Not sure as environmentally friendly as advertised	18%
Availability of second-hand electric vehicles	15%
Safety when charging	11%
Other	9%
I don't think there are any barriers	2%
Being able to charge it while abroad	1%

- **98% of respondents believe that there are barriers to people buying electric vehicles.**
- **The majority of respondents feel that the main barriers to people buying electric vehicles are:**
  - **Cost of buying an electric vehicle (63%)**
  - **Range (how many miles it will travel between charges) (63%)**
  - **Where to charge (56%)**

- Over a quarter of respondents also state that barriers include how long it takes to charge (38%), battery life (29%), lack of electric vehicle charging infrastructure locally (28), and the cost of battery replacement (28%).

Q. Which of the following best describes your home?

	May 2026	March 2023
Don't have off street parking	**33%**	31%
Have space for off-street parking and have a dedicated electric vehicle charger	**7%**	3%
Have space for off-street parking and don't have a dedicated electric vehicle charger but currently considering one	**5%**	4%
Have space for off-street parking and don't have dedicated electric vehicle charger but likely to get one in the next 10 years	**23%**	22%
Have space for off-street parking and unlikely to get a dedicated electric vehicle charger in the next 10 years	**26%**	31%
Don't know	**6%**	9%

- **61% of respondents state they <u>do</u> have off street parking at home. This is made up of**
  - **12% of respondents who either already have a dedicated electric vehicle charger (7%) or are currently considering getting one (5%)**
  - **23% of respondents who think it is likely they will get one in the next 10 years (23%)**
  - **26% of respondents who think it is unlikely they will get a dedicated electric vehicle charger in the next 10 years**

- **A third of respondents (33%) state they <u>do not</u> have off street parking at their home.**

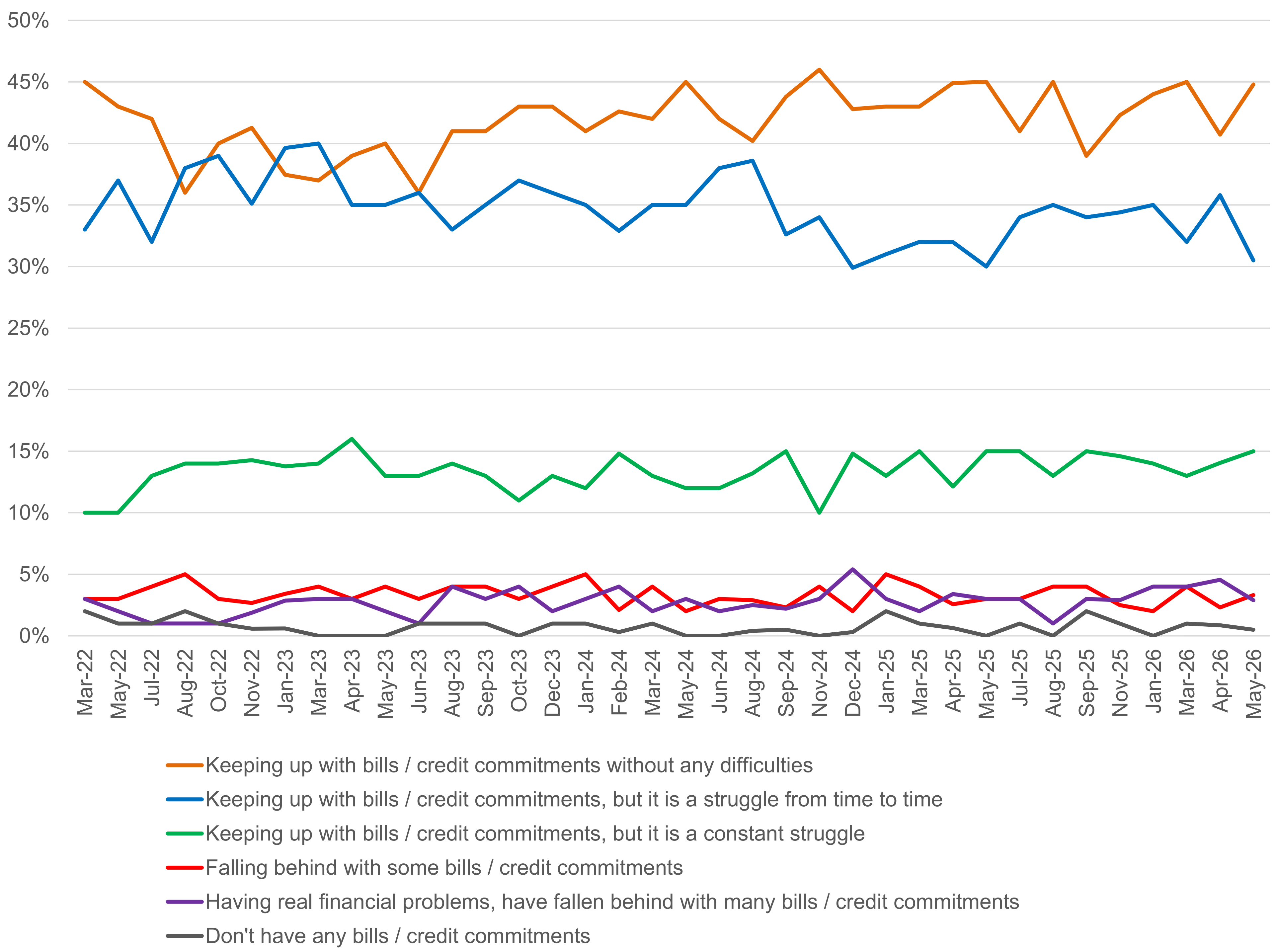
Financial Stability Tracker

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

	Two Year Ago May 24	One Year Ago May 25	May 2026	Change from 2024	Change from 2025
Keeping up with bills / credit commitments without any difficulties	42%	45%	**48%**	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a struggle from time to time	35%	31%	**28%**	No Sig Change	No Sig Change
Keeping up with bills / credit commitments, but it is a constant struggle	13%	15%	**15%**	No Sig Change	No Sig Change
Falling behind with some bills / credit commitments	4%	3%	**4%**	▼	No Sig Change
Having real financial problems, have fallen behind with many bills / credit commitments	2%	3%	**3%**	▲	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 (76%) are either keeping up without any difficulties (48%) or only struggling occasionally (28%).**
- **However, 22% overall are not doing well, financially; 15% find it a constant struggle to keep up, 4% are falling behind financially, and 3% 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 one year ago.
- However, compared to two years ago, there has been a significant increase in those who are keeping up without any difficulties (+ 6pp), and an equivalent decrease in those who are keeping up but struggling from time to time (- 7pp).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May-26
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 …?

Have a perfect memory and be able to remember everything	60%	23%	17%	Forget anything you wanted to at will
Feel understood	21%	33%	45%	Feel appreciated
Be thought of as clever	13%	37%	50%	Be thought of as kind
Only be able to tell the truth	17%	35%	48%	Always be able to tell when someone is lying
Never celebrate your birthday again	37%	39%	23%	Have to throw a huge birthday party every year
Have more time	32%	31%	38%	Have more energy
Have infinite knowledge	36%	38%	26%	Have infinite creativity
Give up all the money you have made this year	37%	46%	18%	Give up all the memories you have made this year

Respondents are significantly more likely to prefer to:

- **Have a perfect memory and be able to remember everything (60%)** over be able to forget anything they wanted at will (17%)
- **Be thought of as kind (50%)** over be thought of as clever (13%)
- **Always be able to tell when someone is lying (48%)** over only be able to tell the truth (17%)
- **Feel appreciated (45%)** over feel understood (21%)
- **Give up all the money they made this year (37%)** over give up all the memories they have made this year (18%)
- **Never celebrate their birthday again (37%)** over have to throw a huge birthday party every year (23%)
- **Have infinite knowledge (36%)** over have infinite creativity (26%)
- **Have more energy (38%)** over have more time (32%)