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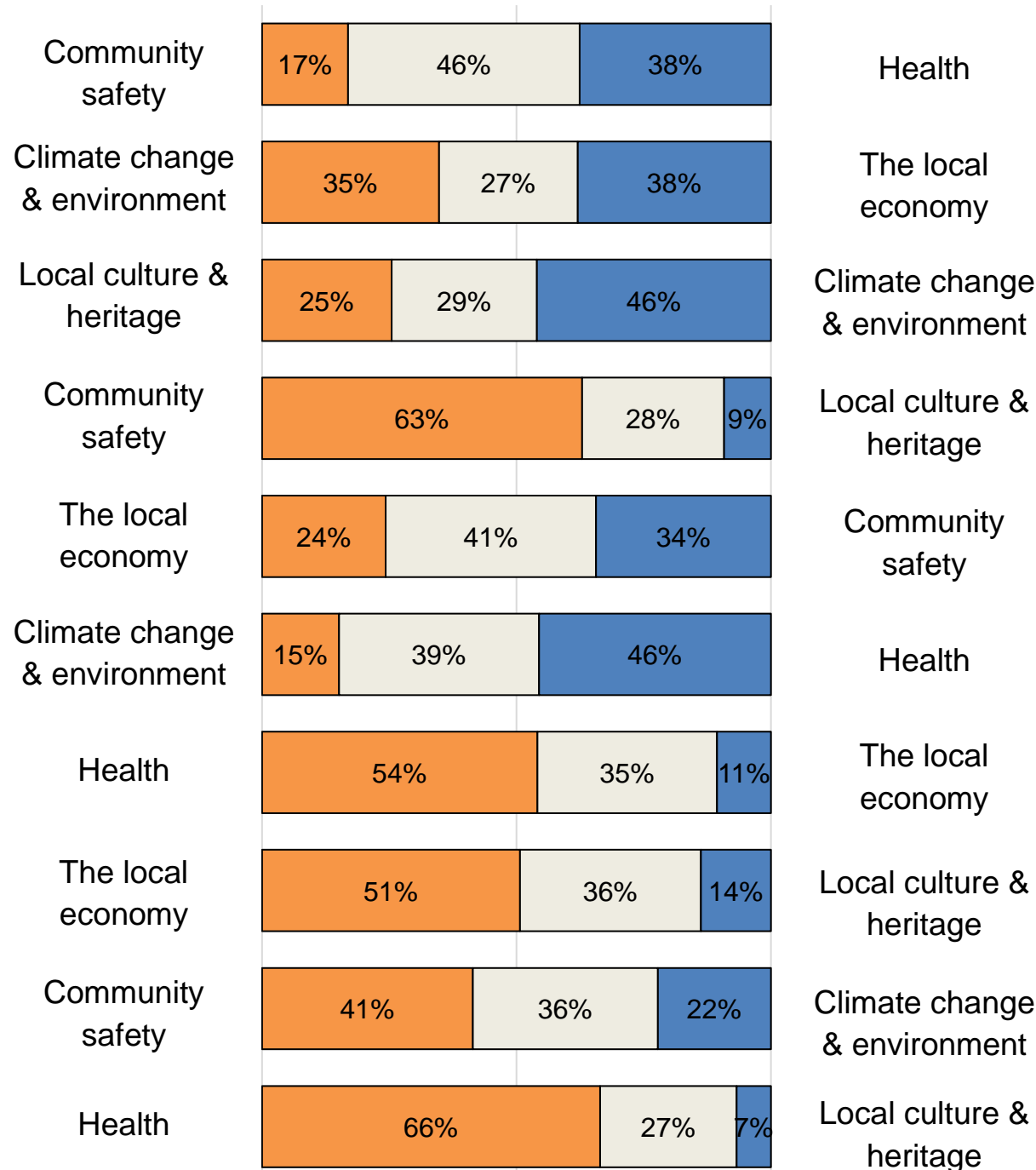
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**Planning For The Future**

Q. The following are the main themes that you told us were most important for the city and it's people over the coming decade. Please tell us how important each of them are, in comparison to each other.

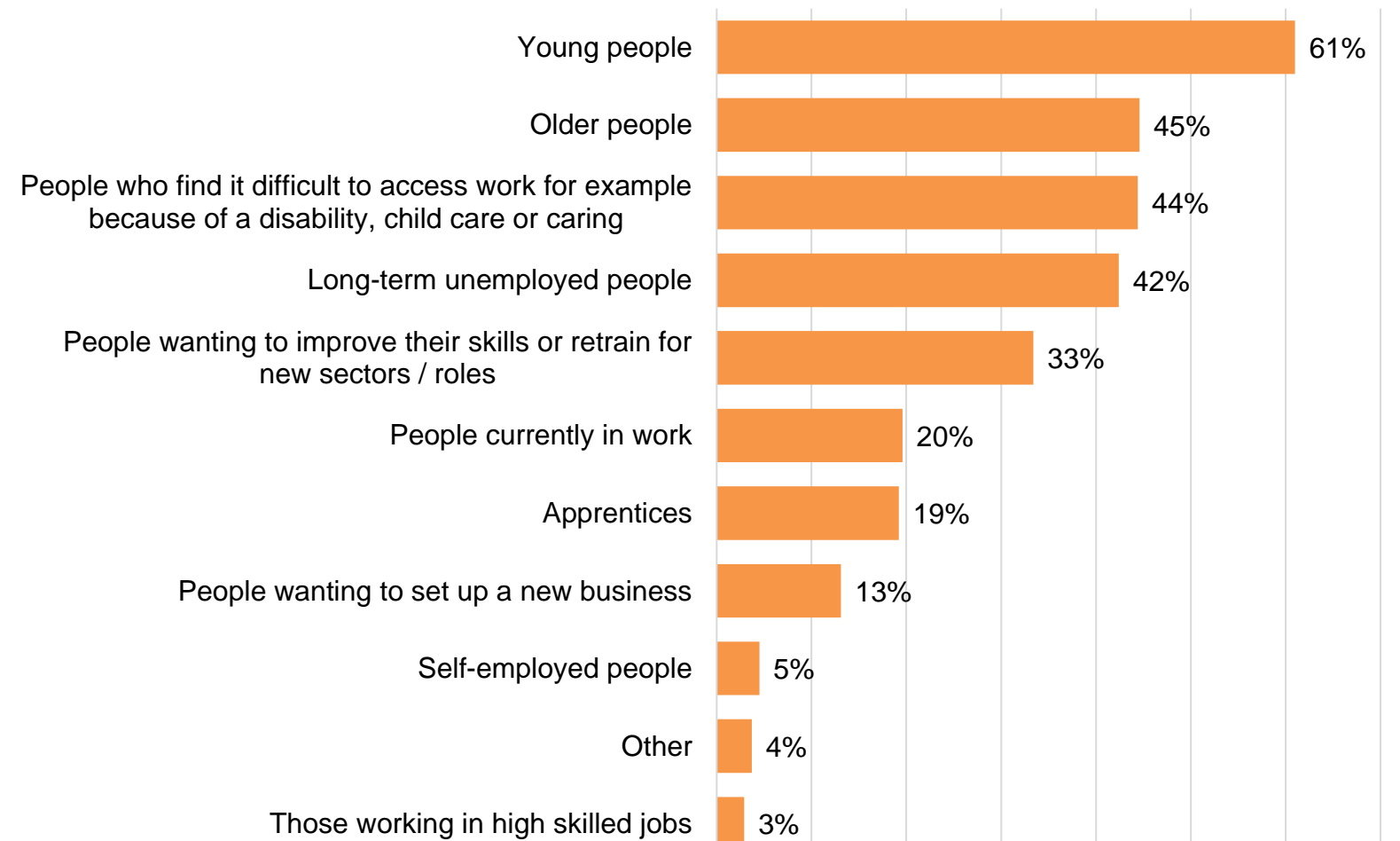


**Ranked List:**

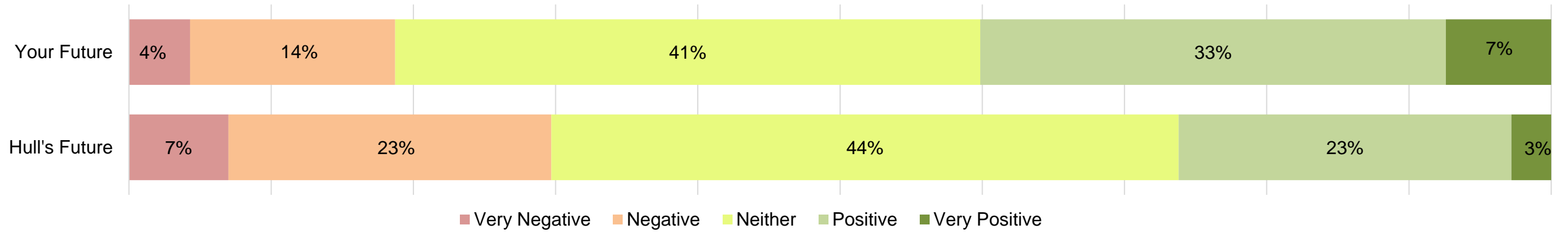
From 1 = Most Important to 5 = Least Important

1. Health
2. Community safety
3. The local economy
4. Climate change and environment
5. Local culture and heritage

Q. Which of the following groups of people do you think we should focus on?

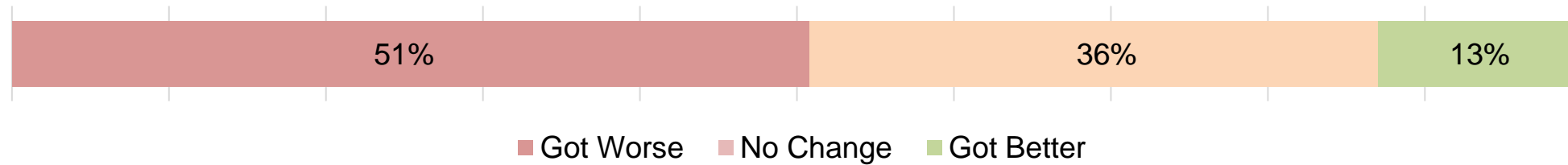


Q. How positive do you feel about ...?



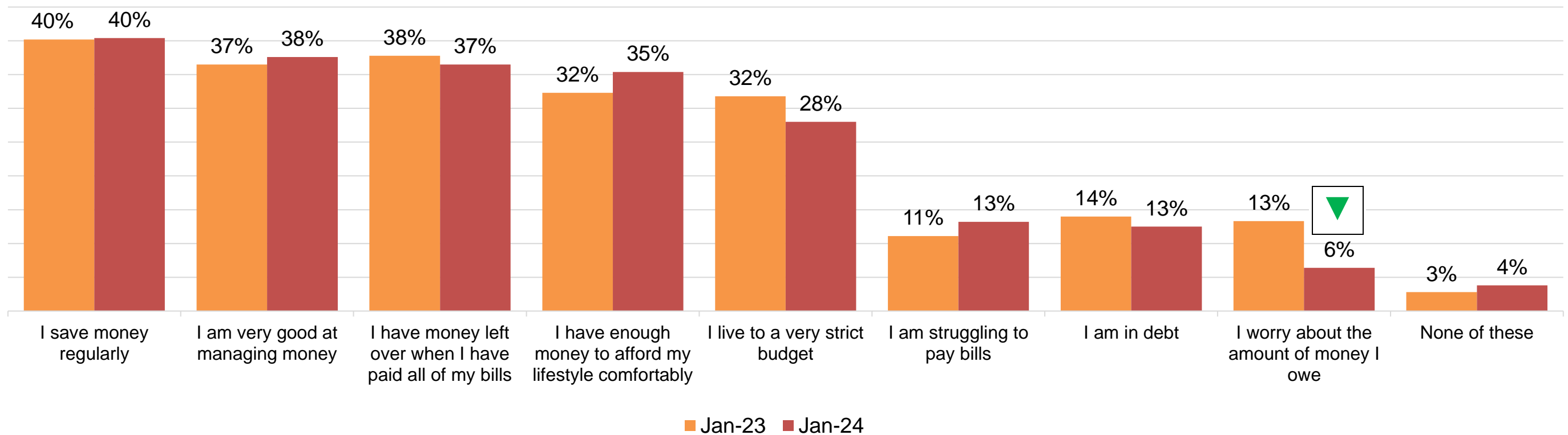
### Your Current Financial Situation

Q. How do you think your *household's* financial situation has changed in the last year?

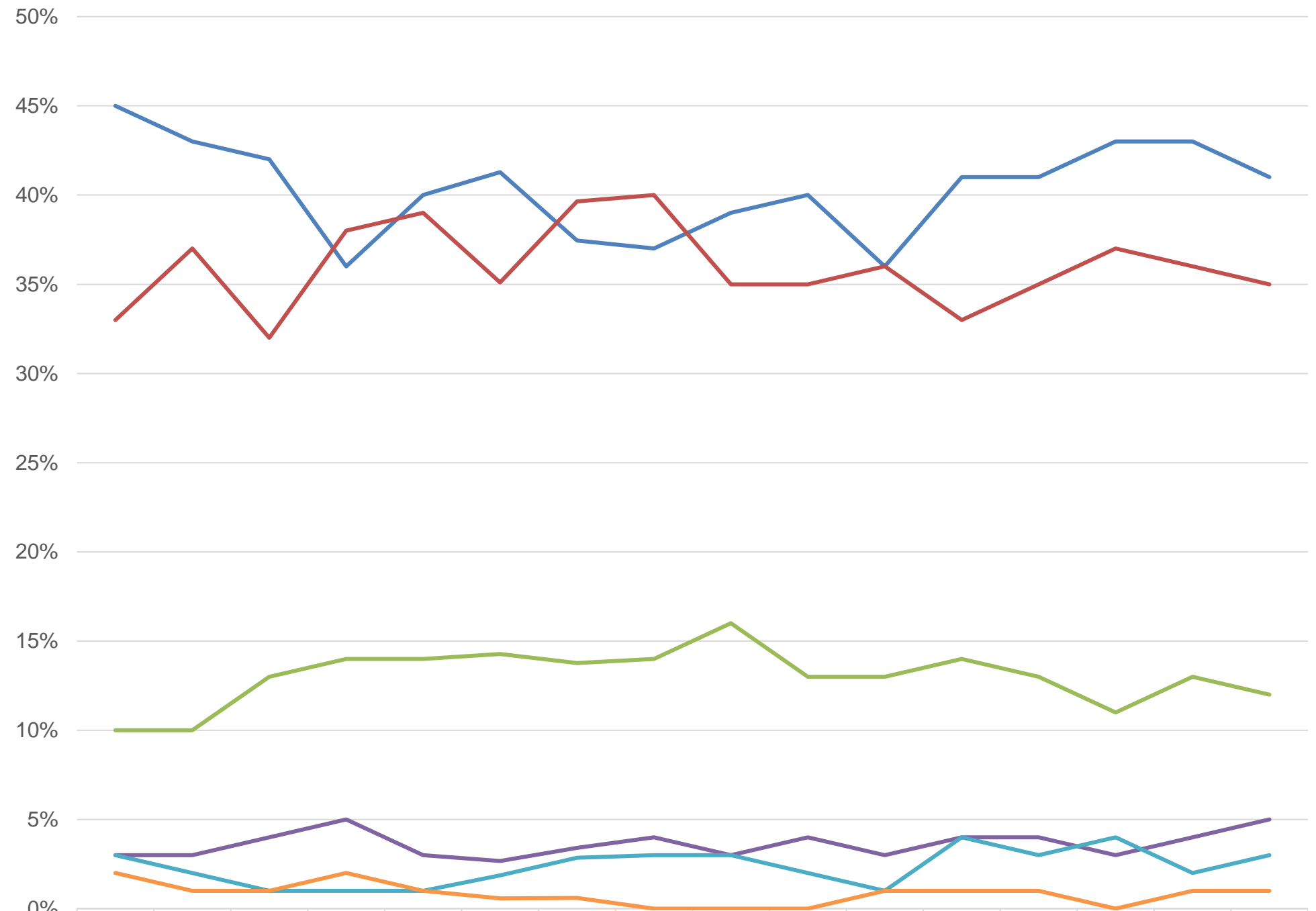
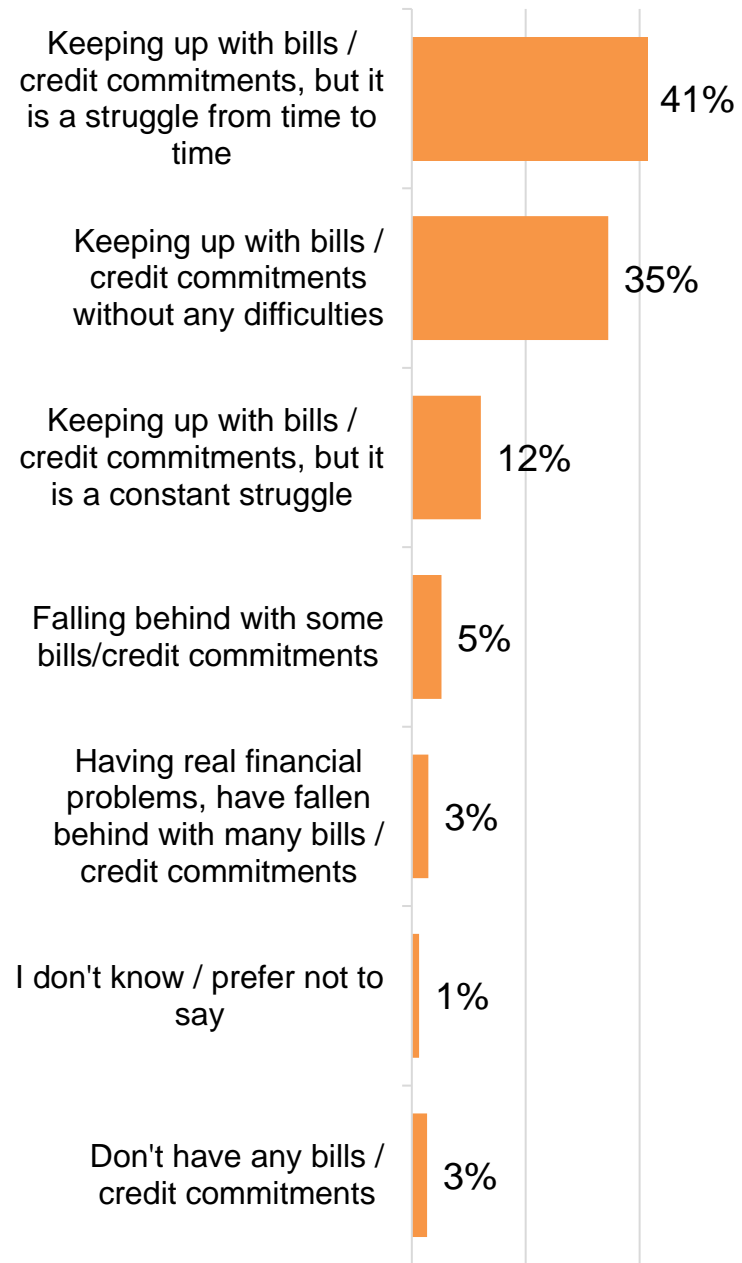


	January 2023	January 2024	Direction
Got Worse	66%	51%	▼
No Change	25%	36%	▲
Got Better	9%	13%	▲

Q. Which of the following best describes you at the moment?



# Financial Stability Tracker

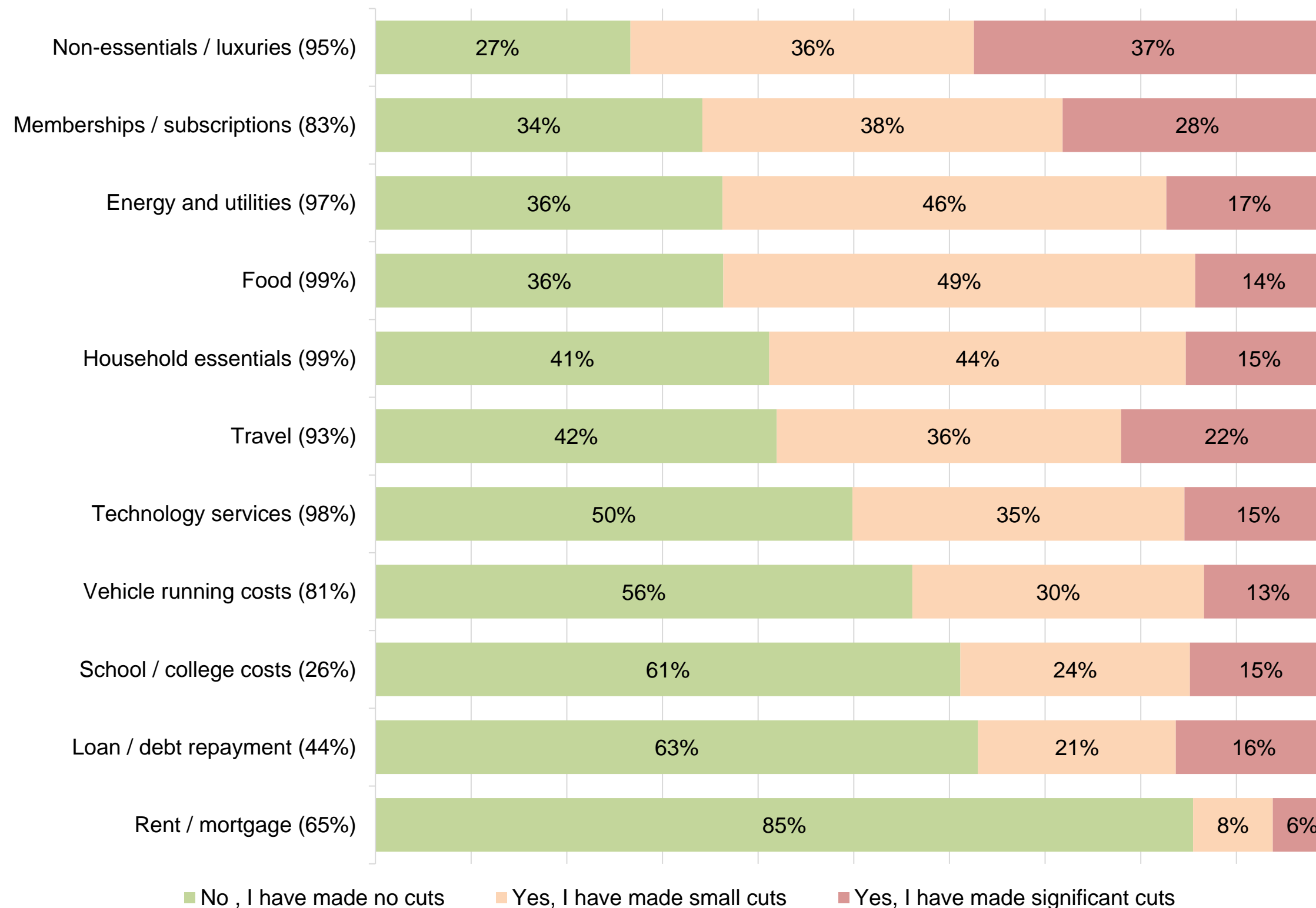


	Mar-22	May-22	Jul-22	Aug-22	Oct-22	Nov-22	Jan-23	Mar-23	Apr-23	May-23	Jun-23	Aug-23	Sep-23	Oct-23	Dec-23	Jan-24
Keeping up with bills / credit commitments without any difficulties	45%	43%	42%	36%	40%	41%	37%	37%	39%	40%	36%	41%	41%	43%	43%	41%
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	37%	32%	38%	39%	35%	40%	40%	35%	35%	36%	33%	35%	37%	36%	35%
Keeping up with bills / credit commitments, but it is a constant struggle	10%	10%	13%	14%	14%	14%	14%	14%	16%	13%	13%	14%	13%	11%	13%	12%
Falling behind with some bills / credit commitments	3%	3%	4%	5%	3%	3%	3%	4%	3%	4%	3%	4%	4%	3%	4%	5%
Having real financial problems, have fallen behind with many bills / credit commitments	3%	2%	1%	1%	1%	2%	3%	3%	3%	2%	1%	4%	3%	4%	2%	3%
Don't have any bills / credit commitments	2%	1%	1%	2%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%

## The Last Year

Q. Over the last year, have you had to make cuts to any of the following, due to your personal financial situation?

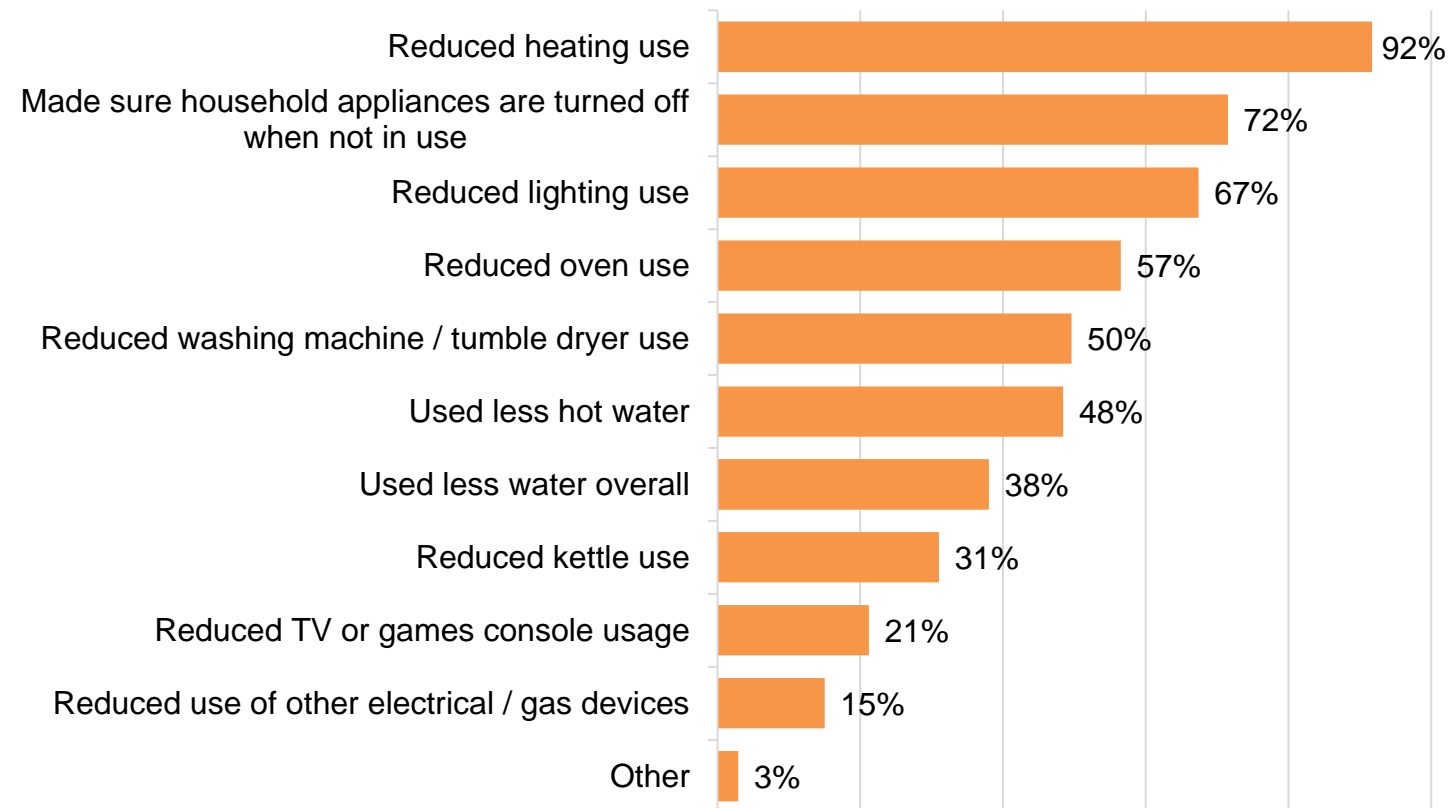
**NB: % figure in brackets shows the proportion of all respondents for whom this question was valid (e.g. 65% of respondents have rent / mortgage costs). The figures in the chart show the % breakdown of those who responded.**



January 2023	Have Made Cuts In Last Year	Direction
80%	<b>73%</b>	▼
60%	<b>66%</b>	▲
75%	<b>64%</b>	▼
70%	<b>64%</b>	▼
64%	<b>59%</b>	▼
62%	<b>58%</b>	No Sig Change
46%	<b>50%</b>	No Sig Change
47%	<b>44%</b>	No Sig Change
33%	<b>39%</b>	No Sig Change
35%	<b>37%</b>	No Sig Change
13%	<b>15%</b>	No Sig Change

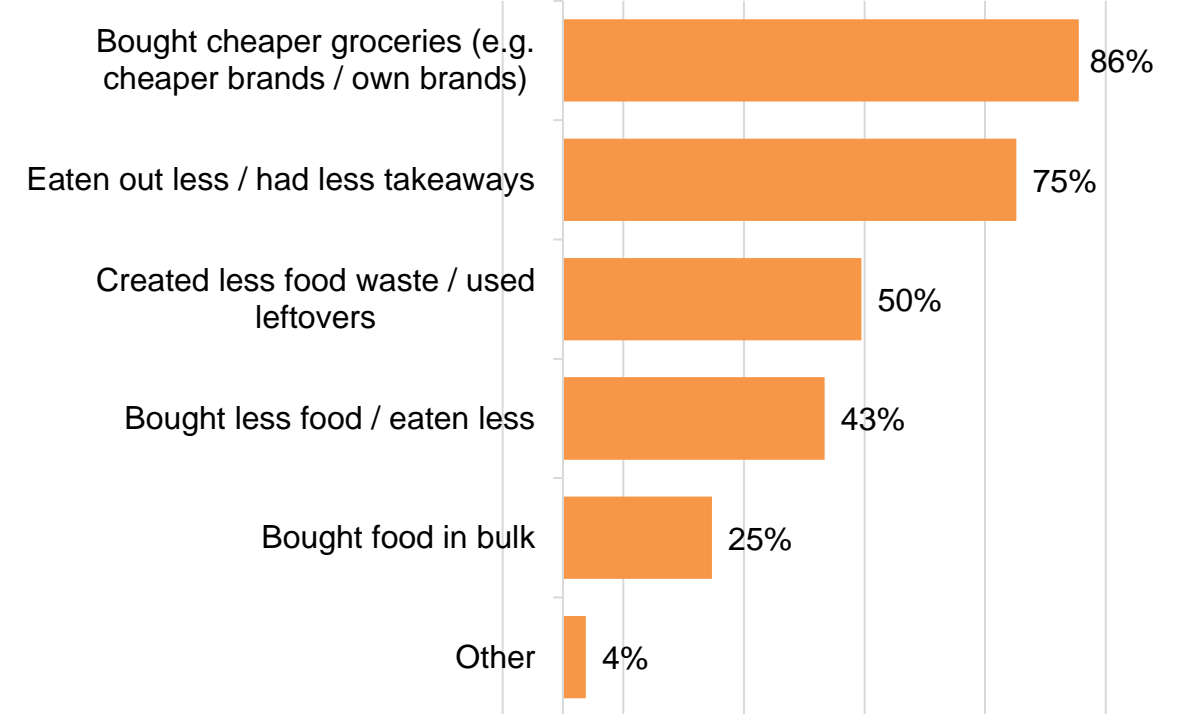
**Of the 62% of all respondents who have made cuts to utilities over the last year:**

Which of the following have you done?



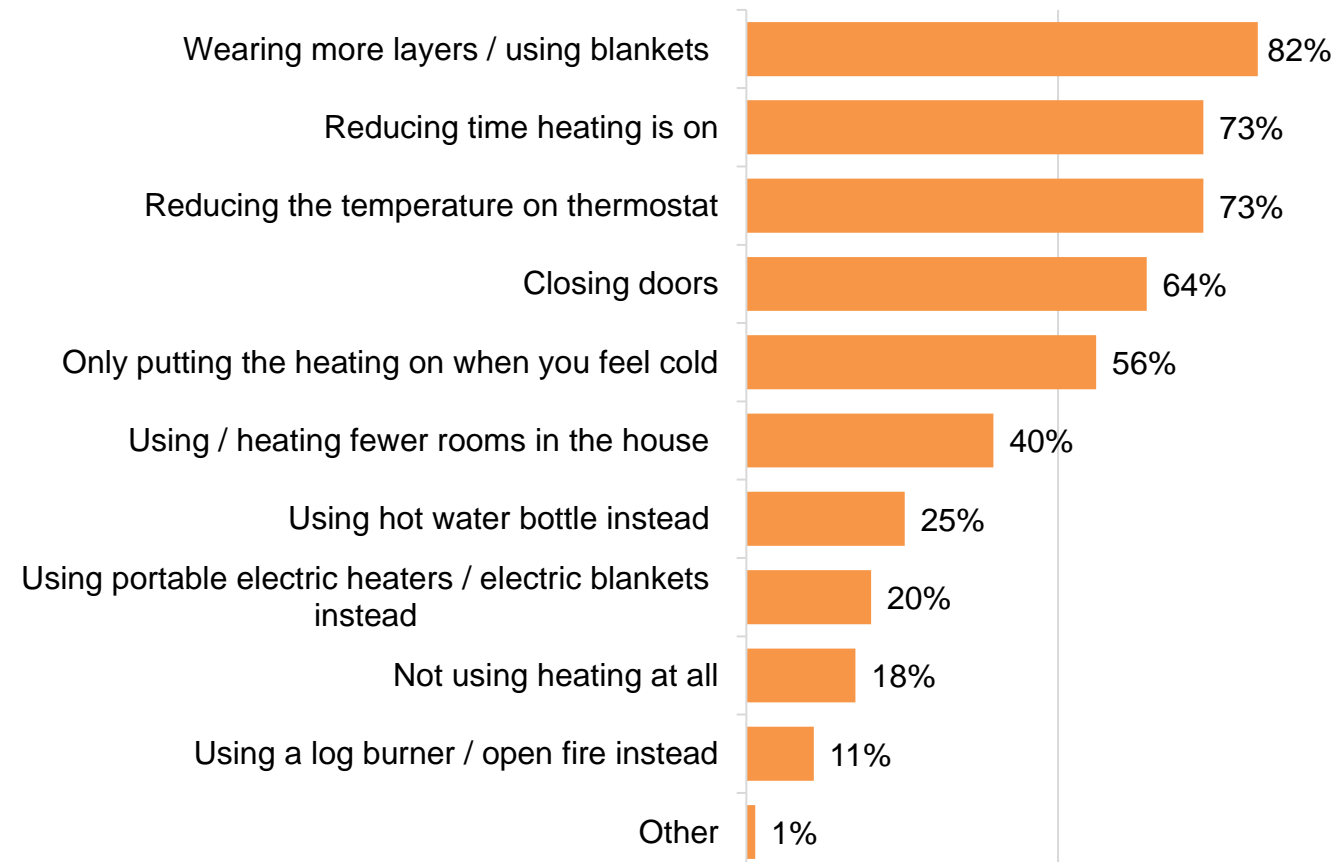
**Of the 63% of all respondents who have made cuts to food over the last year:**

Which of the following have you done?



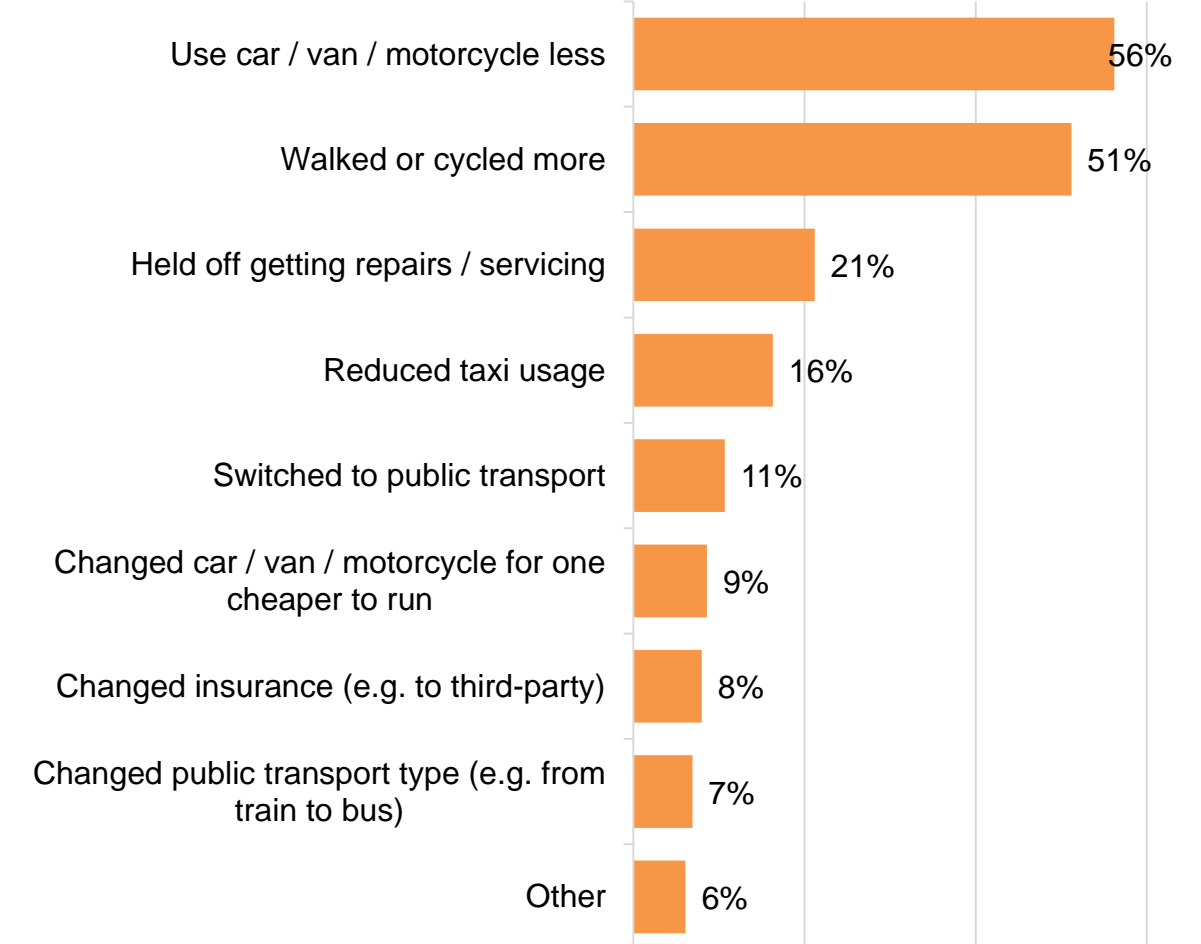
**Of the 57% of all respondents who said they have reduced heating use:**

Which of the following ways have you done this?

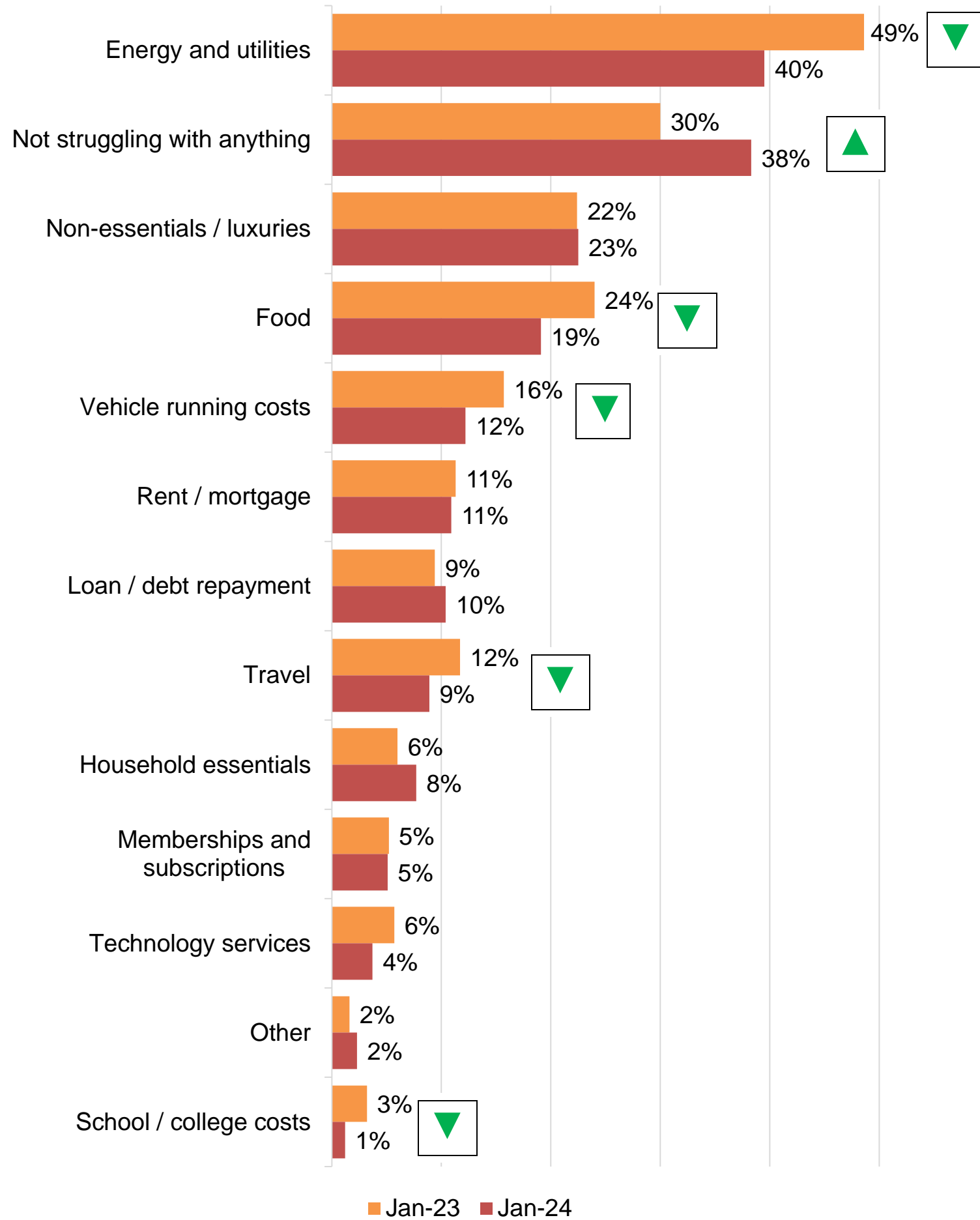


**Of the 57% of all respondents who have made cuts to travel / vehicle costs over the last year:**

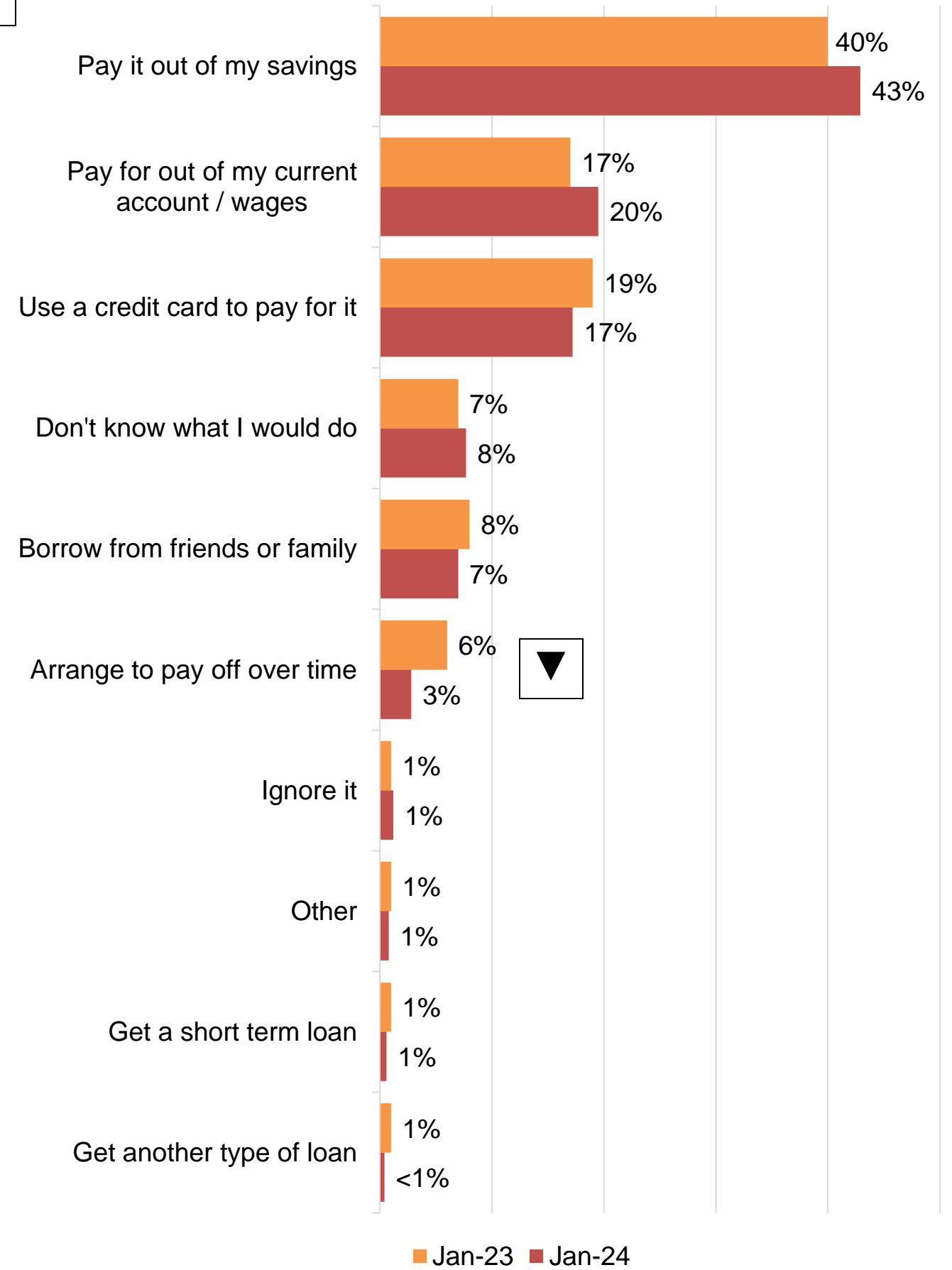
Which of the following have you done?



Q. Which of the following are you struggling the most to afford?

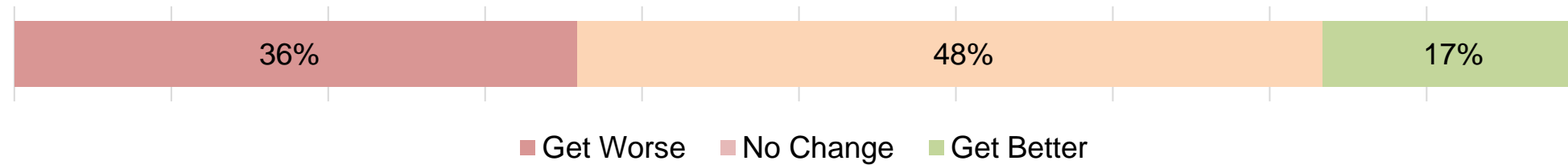


Q. Imagine your household had a sudden financial emergency and you needed £500 quickly - for example, your car needed repairing, or an unexpected bill arrived. What are you most likely to do?



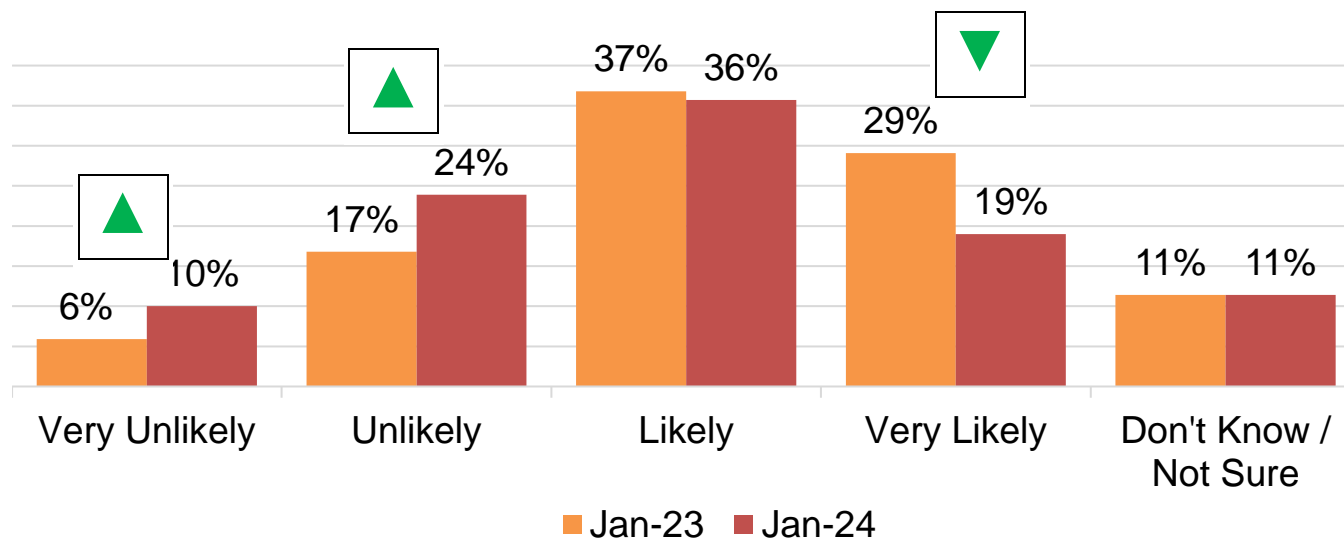
## The Year Ahead

Q. Thinking ahead to this time next year, how do you think your financial situation will change compared to now?



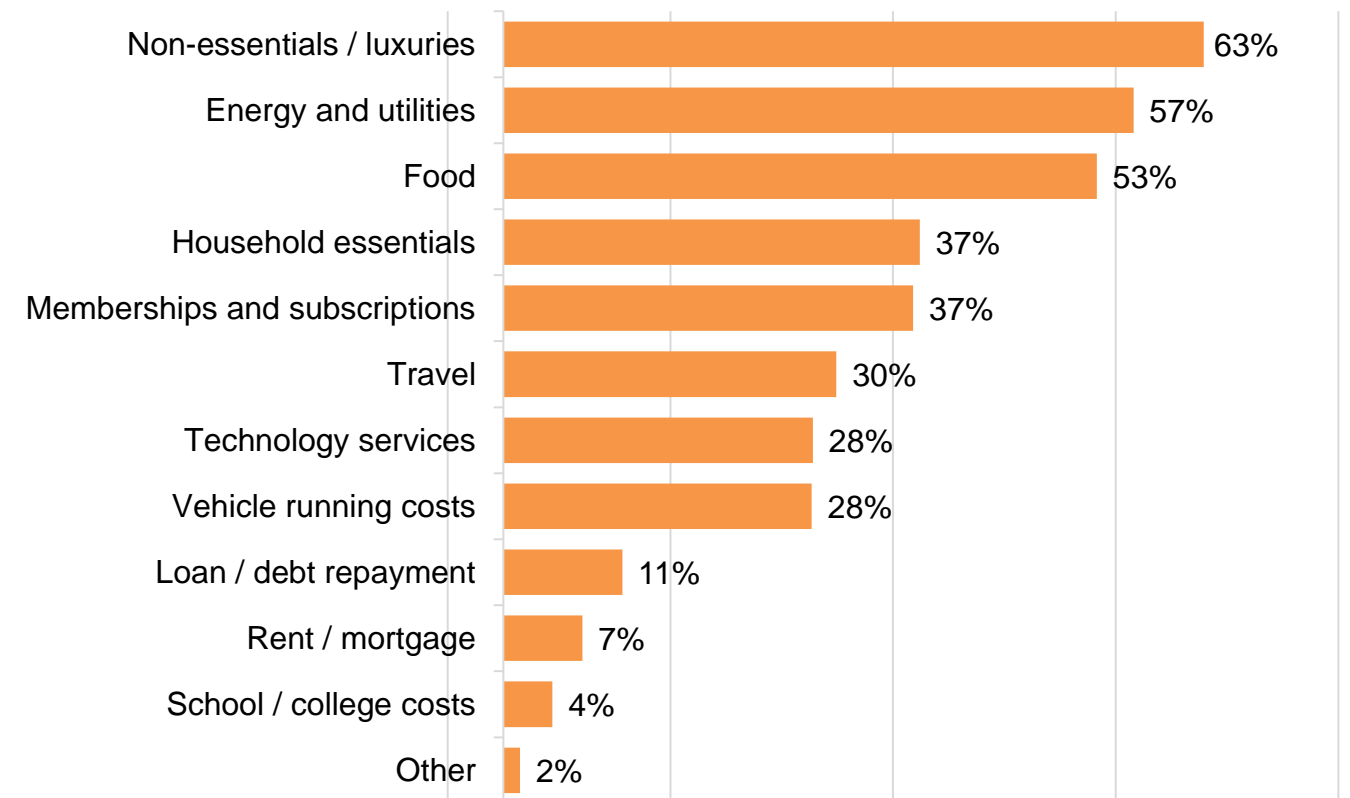
	January 2023	January 2024	Direction
Get Worse	50%	36%	▼
No Change	35%	48%	▲
Get Better	15%	17%	No Sig Change

Q. Over the next year, how likely is it that you will have to make cuts / further cuts to the amount you spend / use?



Of the 55% of all respondents who think further cuts over the next year are likely / very likely:

Q. Where do think you will need to make cuts / further cuts?



## Health and Wellbeing

Q. How are you feeling? Change compared to January 2023 People's Panel



### Happiness

Happy: 45% (- 8pp) ▼  
Unhappy: 23% (+ 3pp)



### Healthiness

Healthy: 38% (- 2pp)  
Unhealthy: 30% (+ 4pp)



### Loneliness

Not lonely: 55% (- 1pp)  
Lonely: 19% (- 1pp)



### Stress / Anxiety

Not stressed: 30% (- 2pp)  
Stressed: 39% (+ 1pp)



### Worthwhileness

Worthwhile: 46% (- 5pp) ▼  
Not worthwhile: 20% (+ 4pp) ▲



### Optimism

Optimistic: 38% (- 4pp)  
Pessimistic: 31% (+ 7pp) ▲



### Hopefulness

Hopeful: 40% (- 6pp) ▼  
Not hopeful: 23% (+ 2pp)