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# PEOPLE'S PANEL WAVE 59: January 2026 (1028 Hull Responses)

## Happiness and Wellbeing



### Happiness

Happy: 53% (+ 7pp) ▲  
Unhappy: 19% (- 7pp) ▼



### Healthiness

Healthy: 42% (- 4pp)  
Unhealthy: 23% (- 7pp) ▼



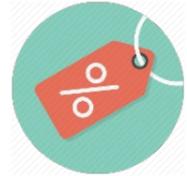
### Loneliness

Not lonely: 57% (+ 3pp)  
Lonely: 20% (- 5pp) ▼



### Stress / Anxiety

Not stressed: 36% (+ 5pp) ▲  
Stressed: 34% (- 5pp)



### Worthwhileness

Worthwhile: 52% (+ 8pp) ▲  
Not worthwhile: 20% (+ 1pp)



### Optimism

Optimistic: 43% (+ 4pp)  
Pessimistic: 24% (- 4pp)



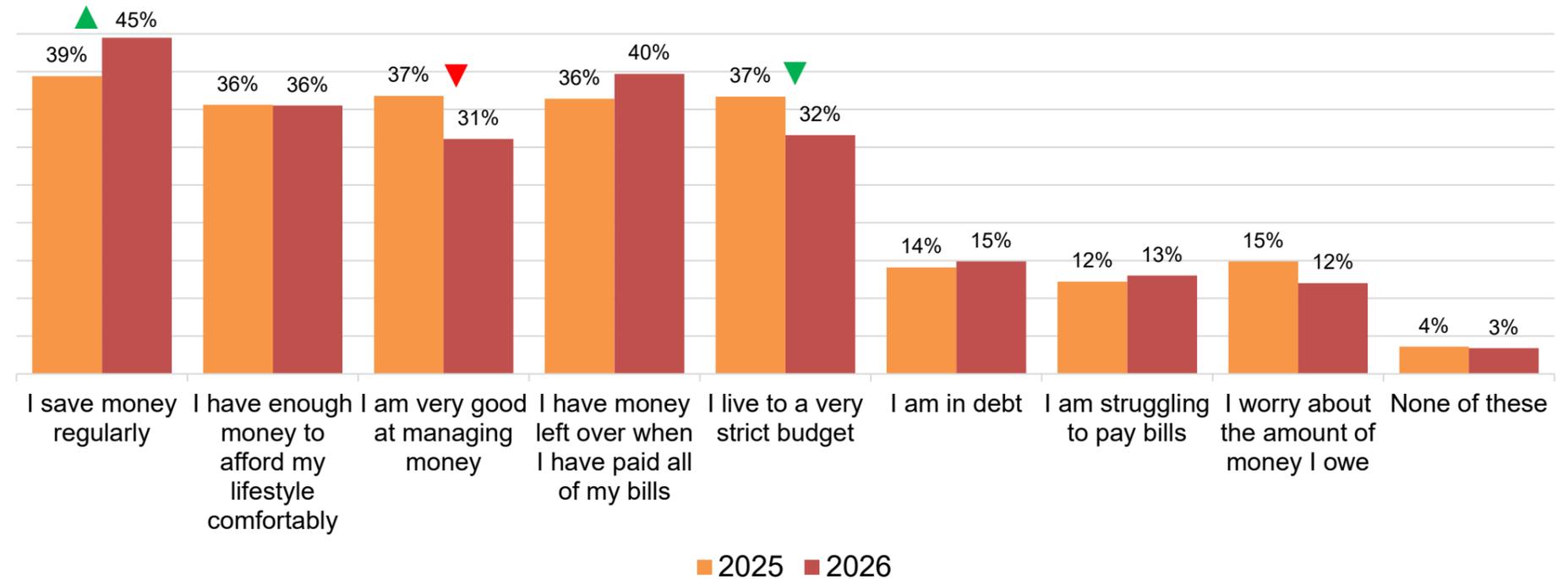
### Hopefulness

Hopeful: 45% (+ 5pp) ▲  
Not hopeful: 23% (- 2pp)

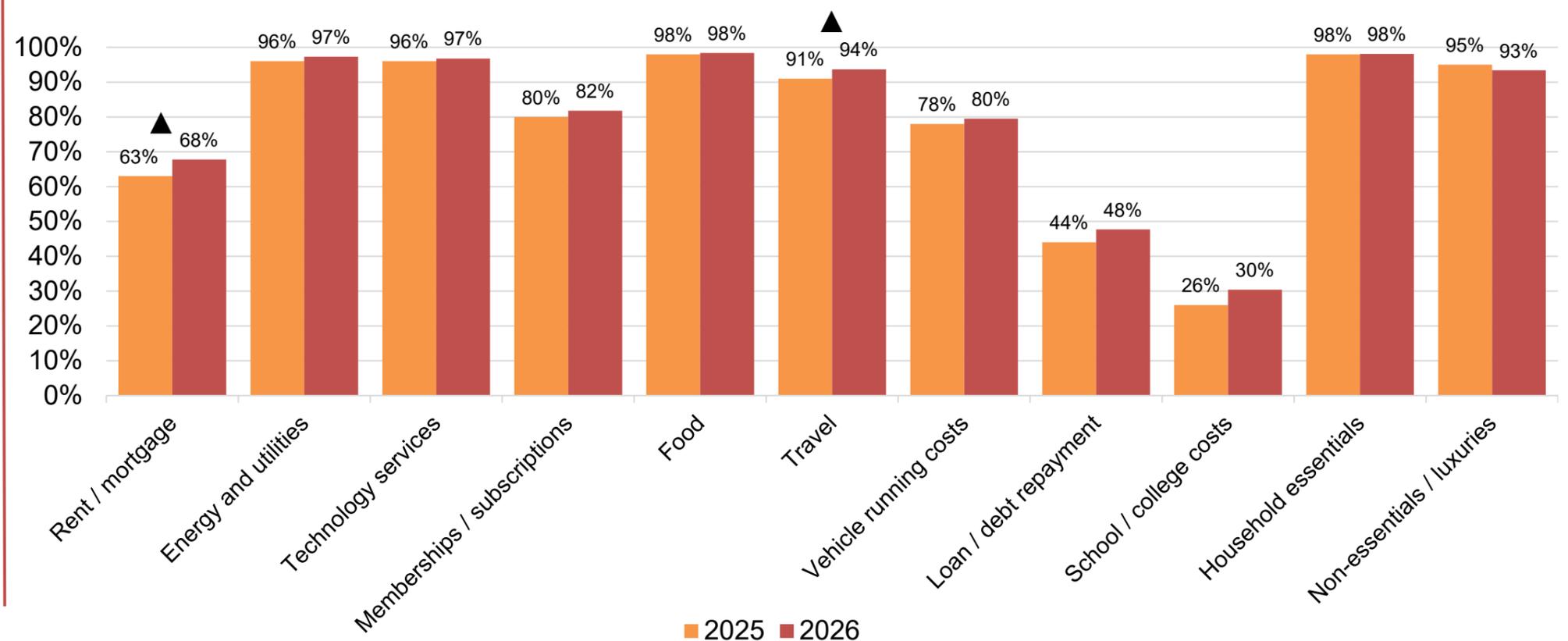
\* Change compared to January 2025 People's Panel survey

## Household Finances and The Cost of Living

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



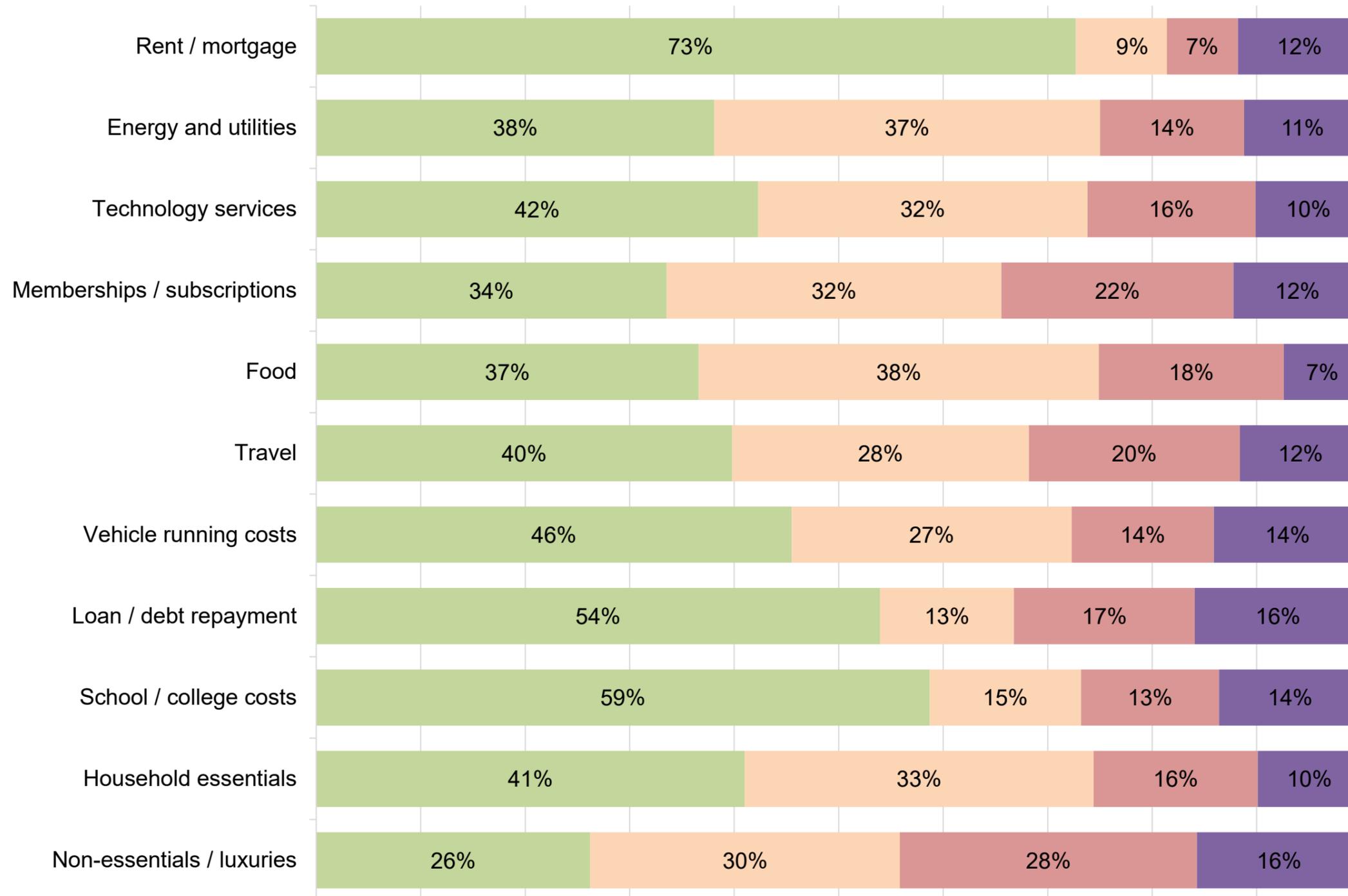
Q. Over the last year, have you / your household spent on any of the following?



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

**NB: % figure is the proportion of those respondents who have incurred the specified type of cost over the last year.**

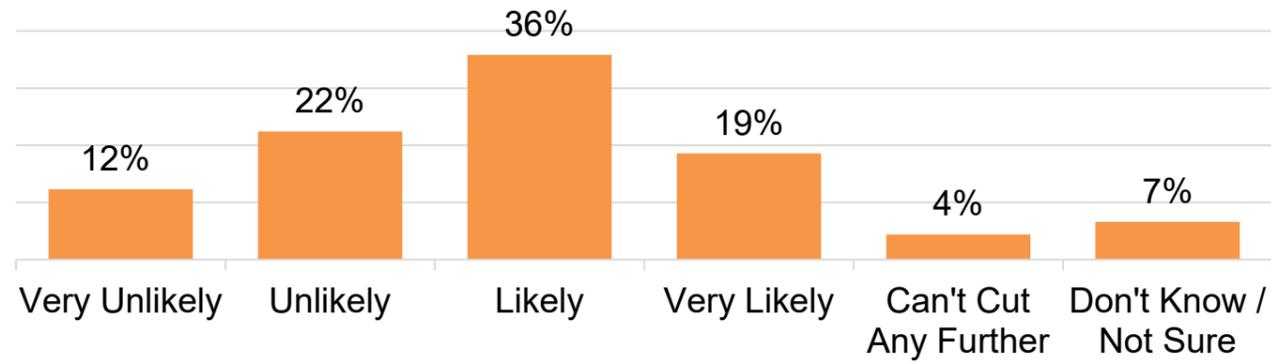
**This question is not comparable with previous years due to a change in the response categories. This has been done to separate out respondents who have not made cuts into those who have not needed to, and those who have already cut as much as possible.**



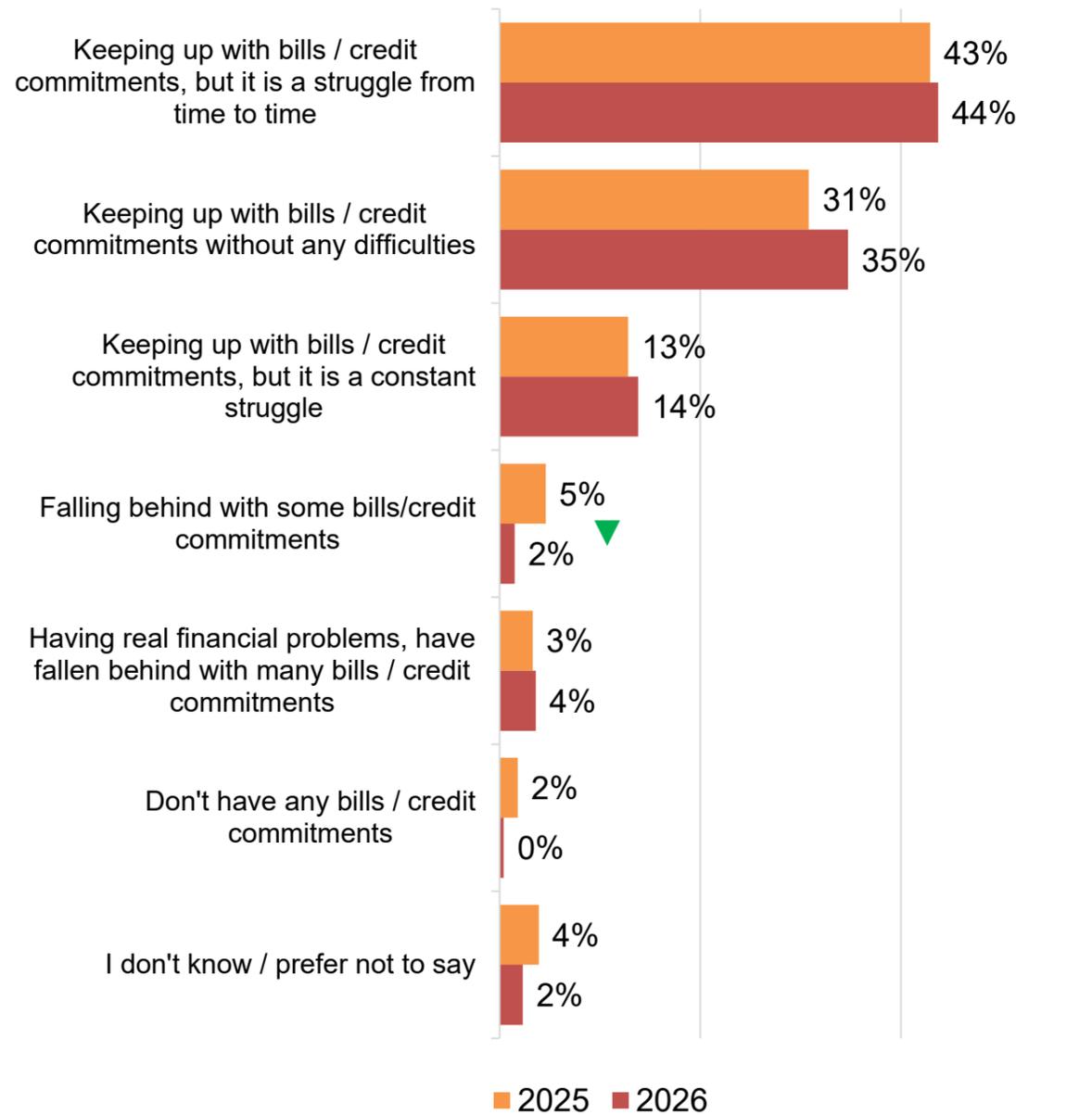
■ No, I have made no cuts     
 ■ Yes, I have made small cuts  
■ Yes, I have made significant cuts     
 ■ No, I have cut this as much as possible already

Have Made Cuts In Last Year	Have Cut As Much As Possible	Total Cutting or Cut As Much as Possible
16%	12%	<b>27%</b>
51%	11%	<b>62%</b>
48%	10%	<b>58%</b>
54%	12%	<b>66%</b>
56%	7%	<b>63%</b>
49%	12%	<b>60%</b>
40%	14%	<b>55%</b>
30%	16%	<b>46%</b>
28%	14%	<b>41%</b>
49%	10%	<b>59%</b>
58%	16%	<b>74%</b>

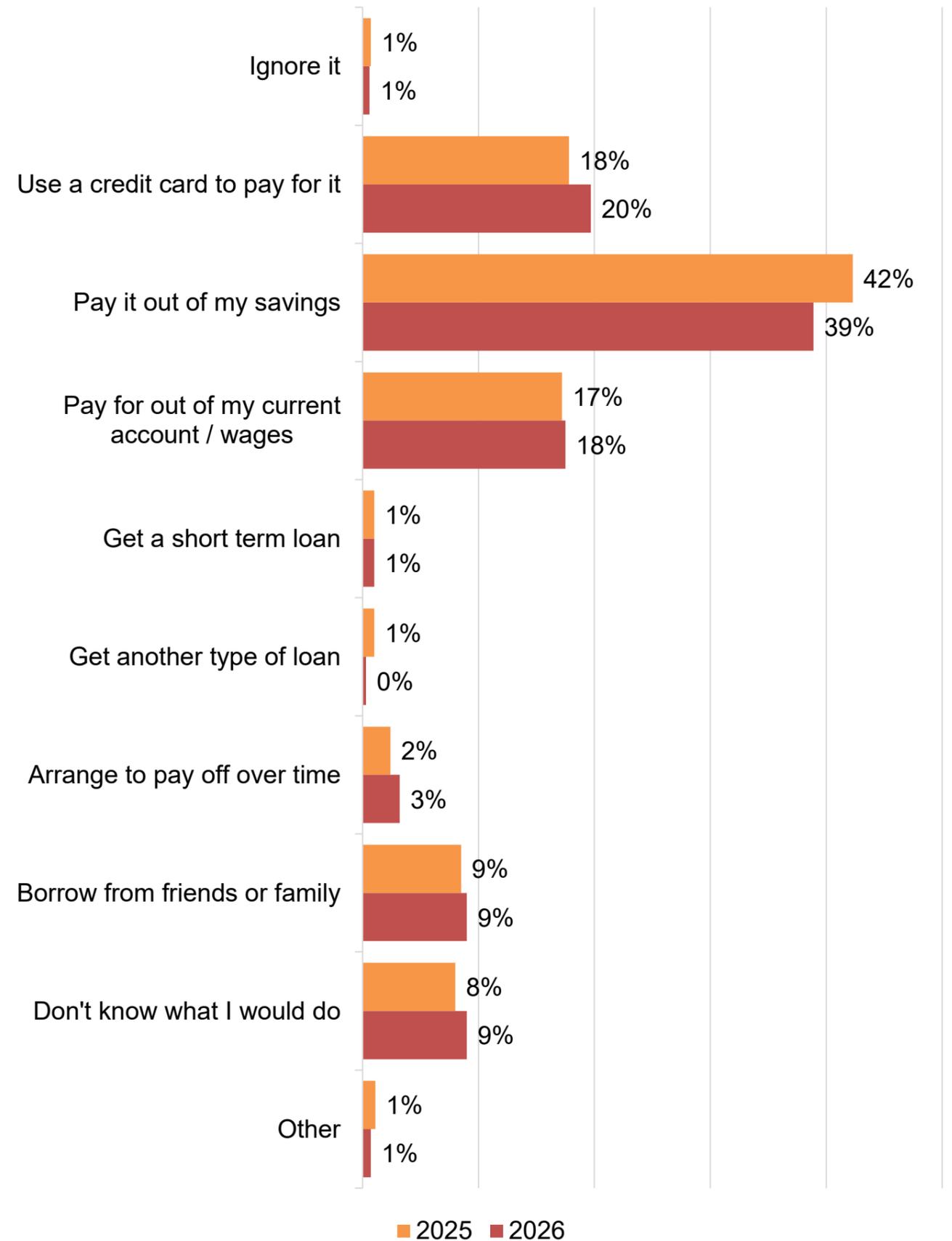
Q. Over the next year, how likely is it that you will have to make cuts / further cuts to the amount you spend / use?

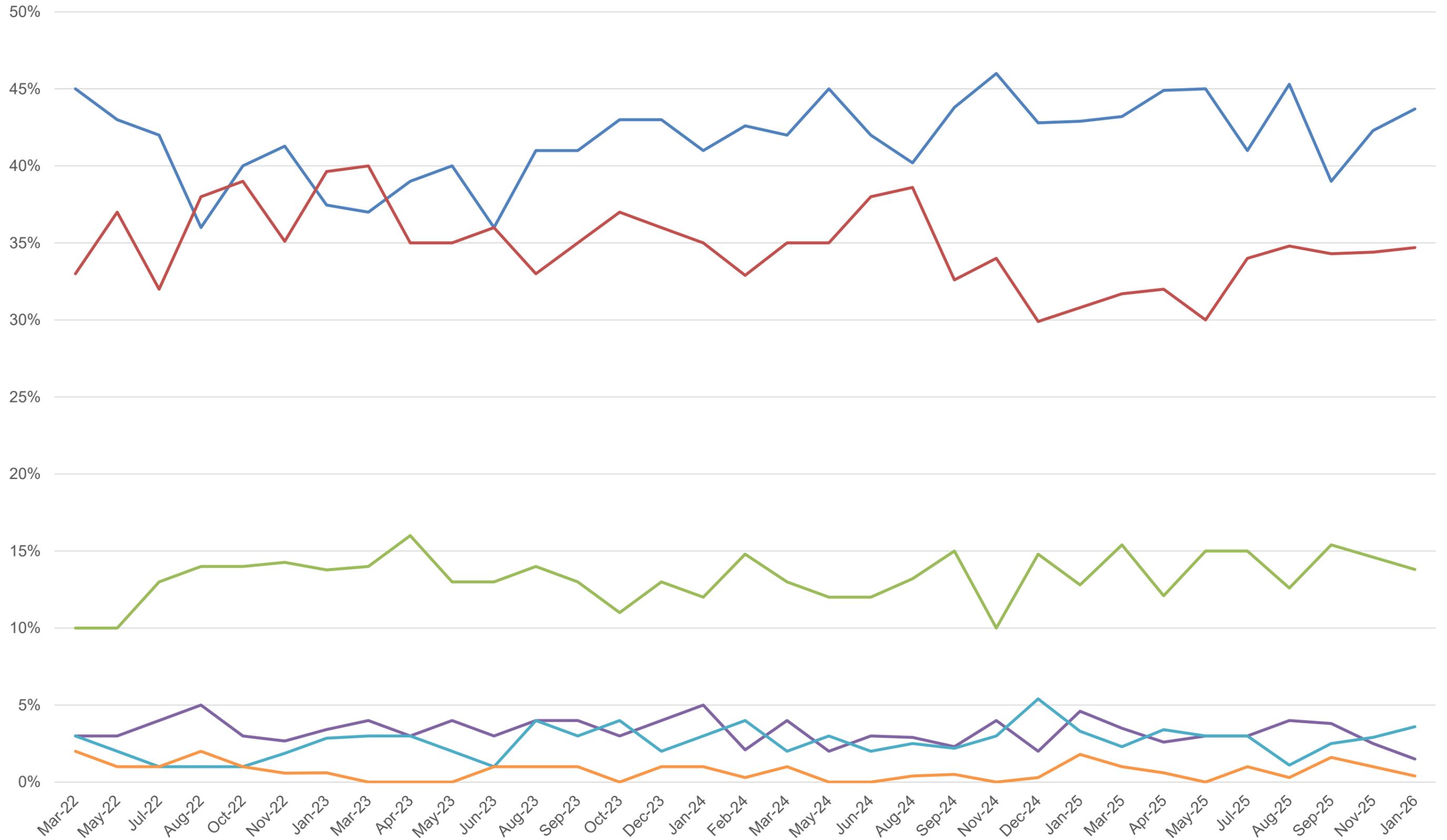


Q. Which one of the following best describes your household?



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?



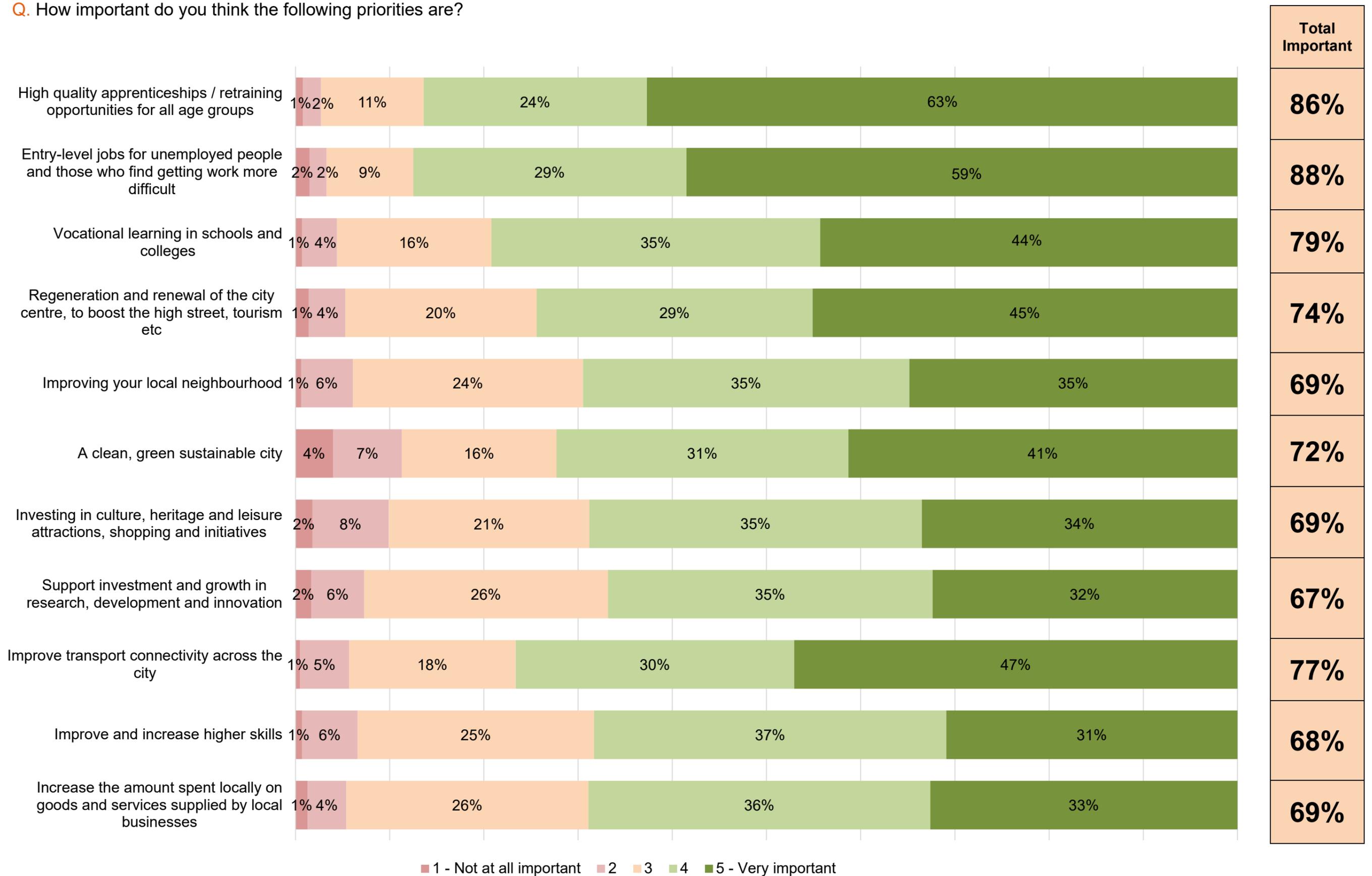


— Keeping up with bills / credit commitments without any difficulties  
— Keeping up with bills / credit commitments, but it is a constant struggle  
— Having real financial problems, have fallen behind with many bills / credit commitments

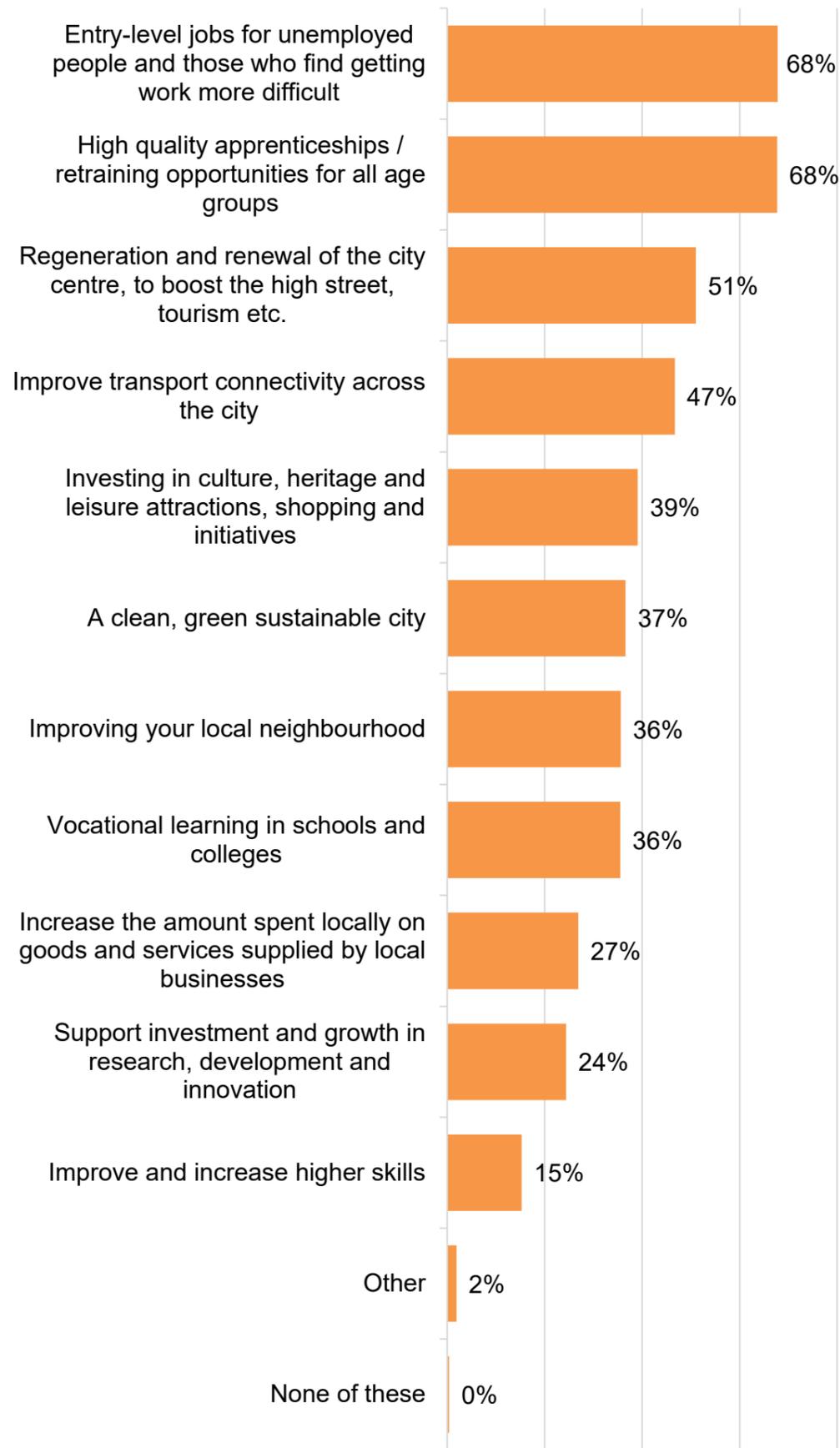
— Keeping up with bills / credit commitments, but it is a struggle from time to time  
— Falling behind with some bills / credit commitments  
— Don't have any bills / credit commitments

## Ambition: Economic Growth That Works For All

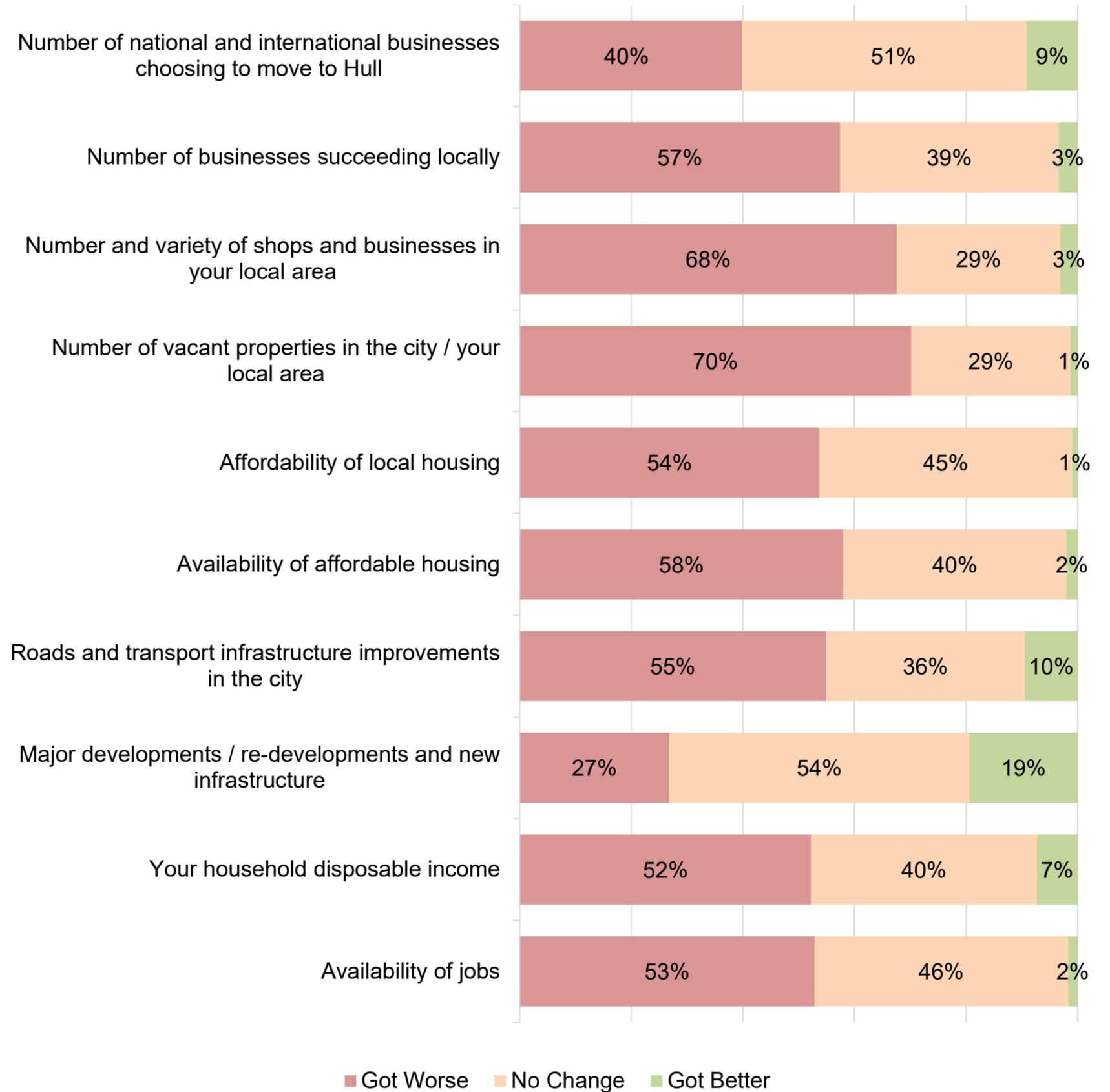
Q. How important do you think the following priorities are?



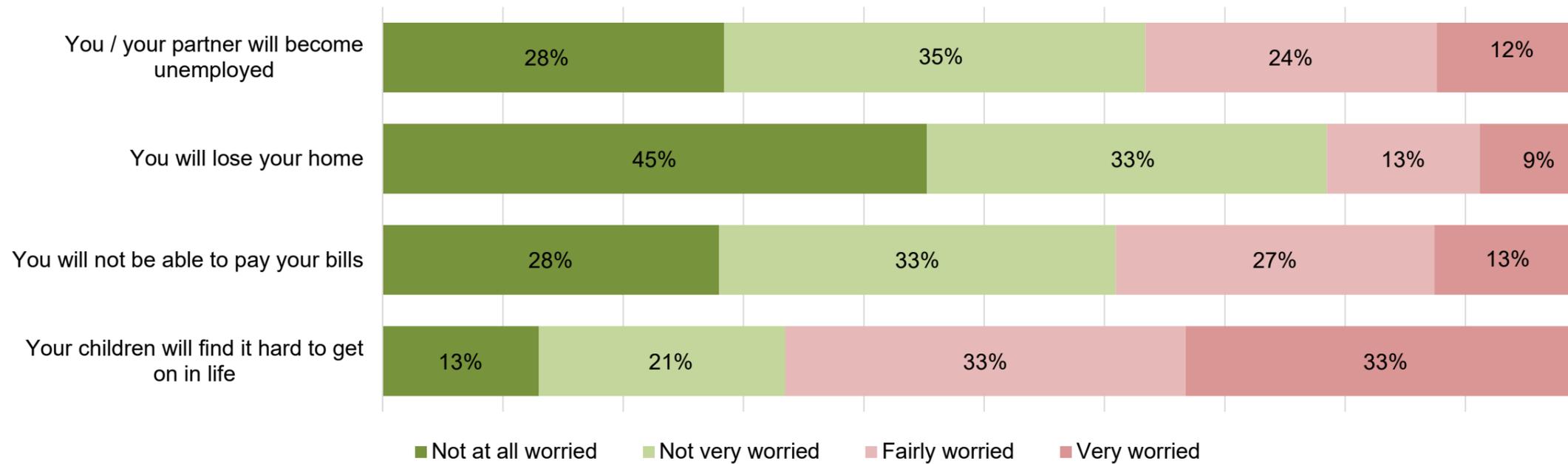
Q. Which of the following do you think are the areas we should prioritise? **Please tick up to 5 boxes**



Q. Thinking about Hull and the local economy, do you think the following have got worse, stayed the same, or got better?



Q. How worried, if at all, are you about each of the following? **N/A Removed: % figure is the proportion of those respondents who for whom the question is applicable**



% Fairly or Very Worried		
2017	2026	Direction
35%	<b>37%</b>	No Sig Change
15%	<b>22%</b>	▲
28%	<b>39%</b>	▲
54%	<b>67%</b>	▲

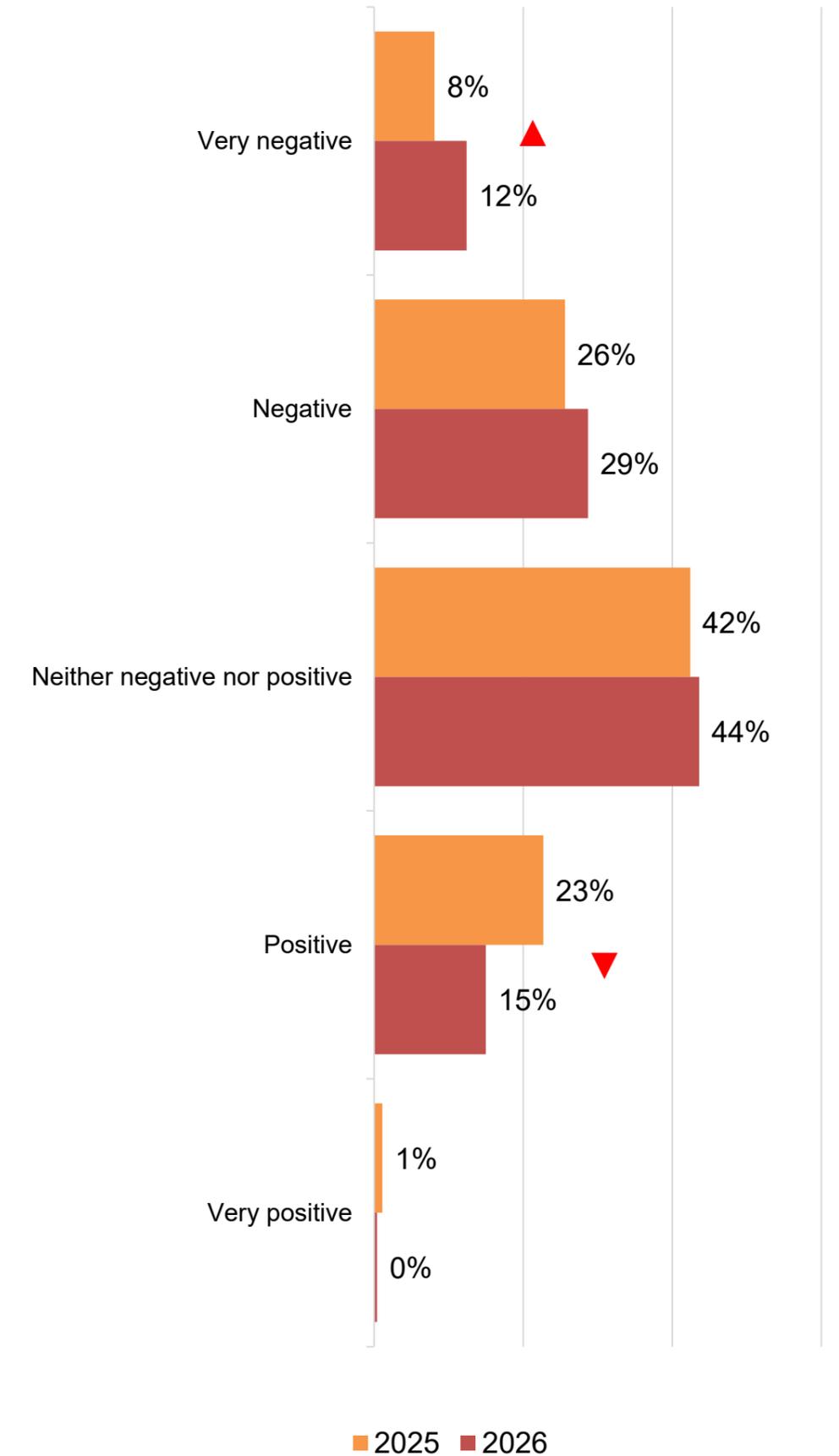
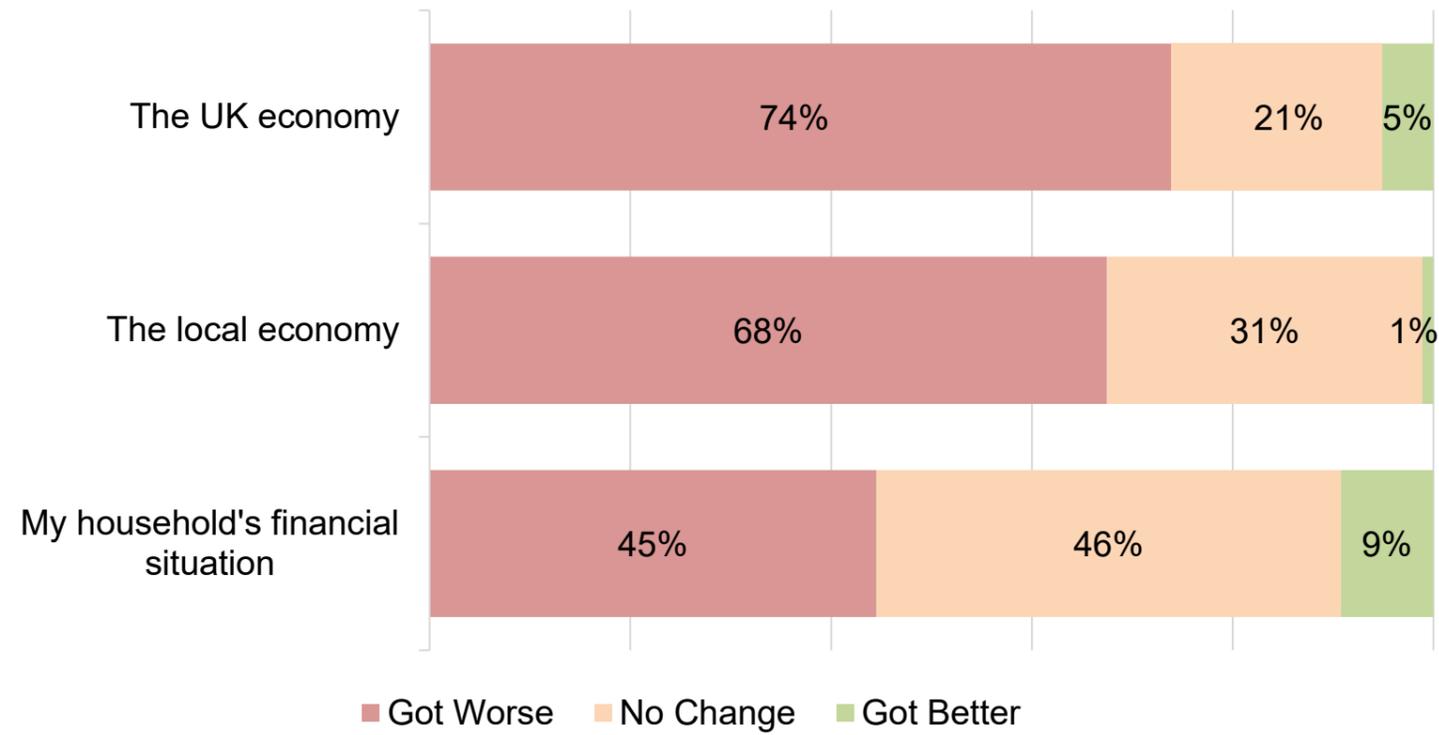
Q. **Currently**, how concerned are you with each of the following?



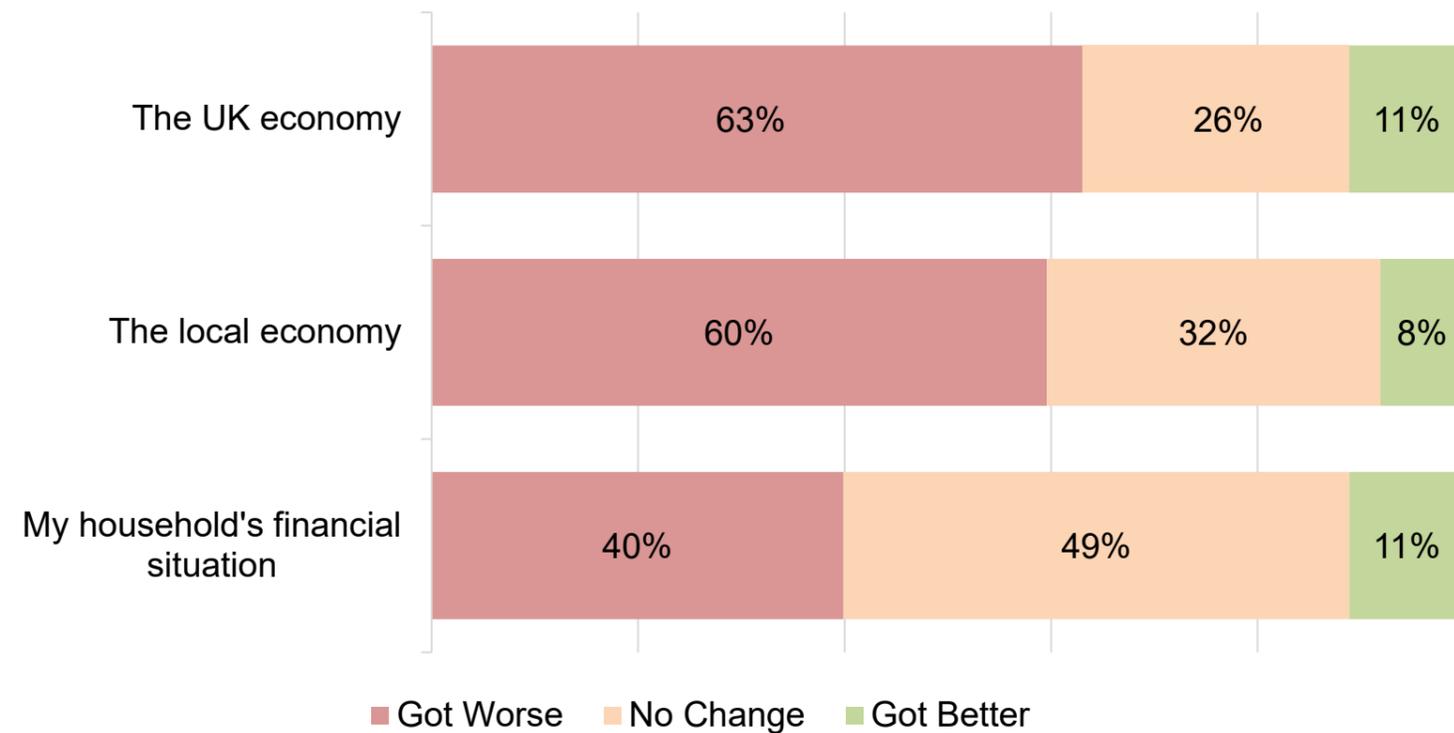
% Concerned		
2017	2026	Direction
62%	<b>74%</b>	▲
57%	<b>73%</b>	▲
39%	<b>35%</b>	No Sig Change

Q. Over **the last year**, do you feel that the following have got worse, stayed the same, or got better?

Q. How positive do you feel about Hull's economic future?



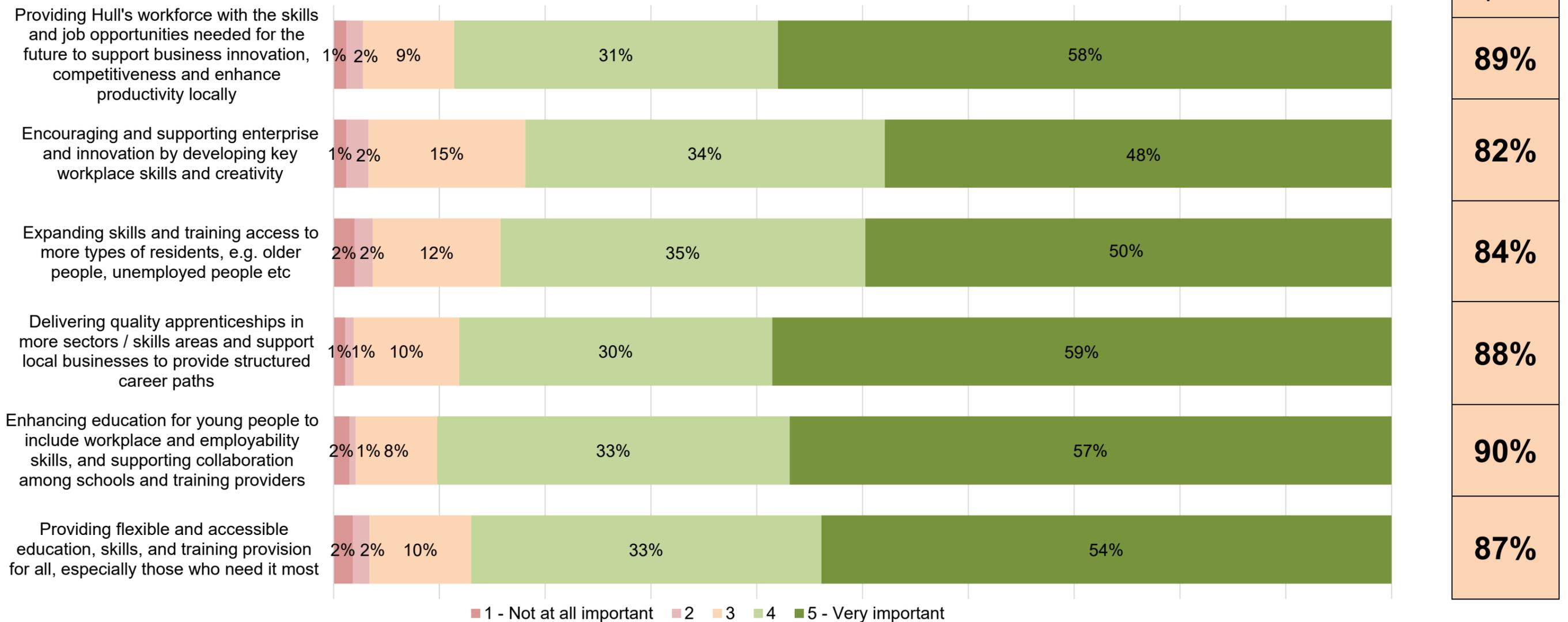
Q. Thinking ahead to **this time next year**, do you feel that the following will have got worse, stayed the same, or got better?



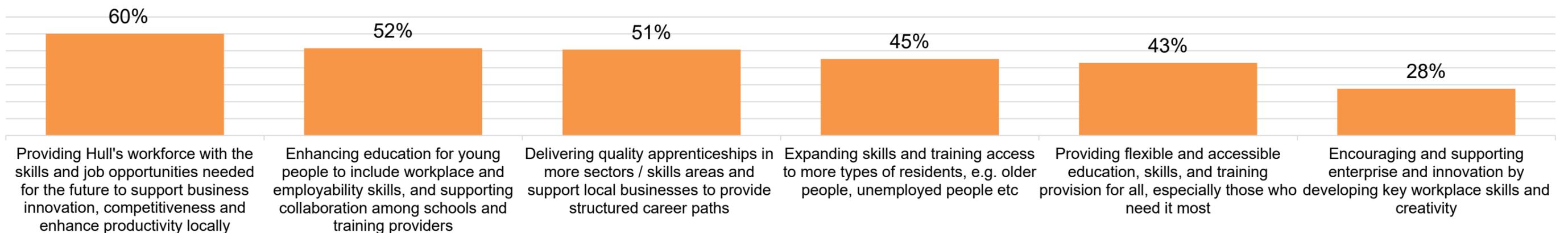
2025 2026

## Ambition: Reaching Our Potential

Q. How important do you think the following priorities are?

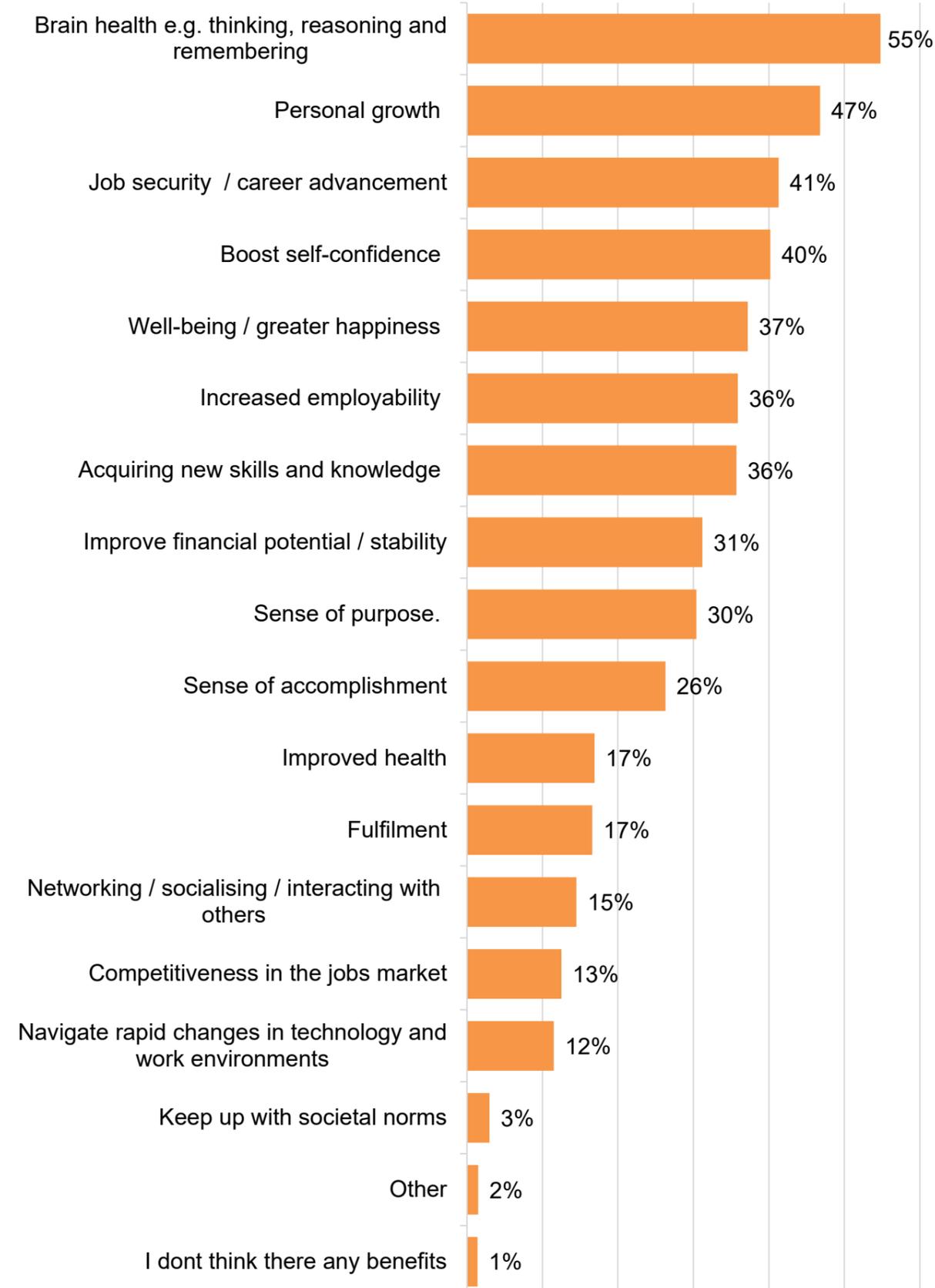


Q. Which of the following do you think Hull City Council should prioritise? **Please tick up to 3 boxes**

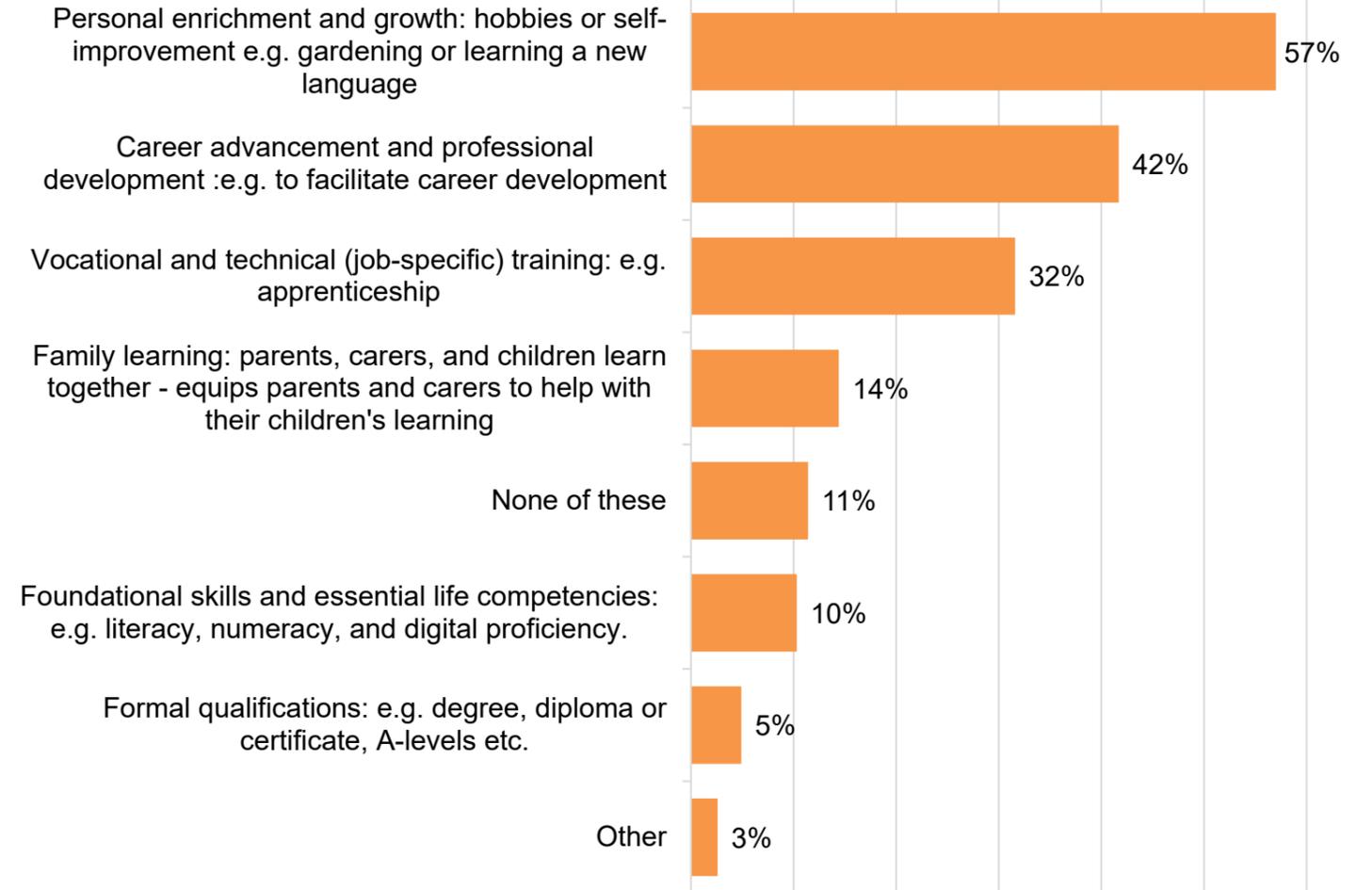


Q. What do you think are the main benefits of lifelong learning, whether towards formal qualifications or for personal interest and enrichment?

Please tick up to 5 boxes



Q. Assuming that any barriers were removed, if you were to undertake some form of study or learning in the future, which of the following types of course would you most like to do? Please tick up to 3 boxes



Q. Where would you prefer to attend a course?

