people's panel
making your voice count

PEOPLE'S PANEL INFOGRAPHIC: SEPTEMBER 2026 – WAVE 62

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Based on 878 Hull Responses

Happiness and Wellbeing



Happiness
Happy: 53% (- 4pp)
Unhappy: 20% (No Change)



Healthiness
Healthy: 50% (+ 4pp)
Unhealthy: 22% (+ 1pp)



Loneliness
Not lonely: 58% (+ 2pp)
Lonely: 16% (- 3pp)



Stress / Anxiety
Not stressed: 35% (- 1pp)
Stressed: 34% (+ 2pp)



Worthwhileness
Worthwhile: 51% (- 1pp)
Not worthwhile: 17% (+ 1pp)



Optimism
Optimistic: 43% (+ 3pp)
Pessimistic: 26% (No Change)

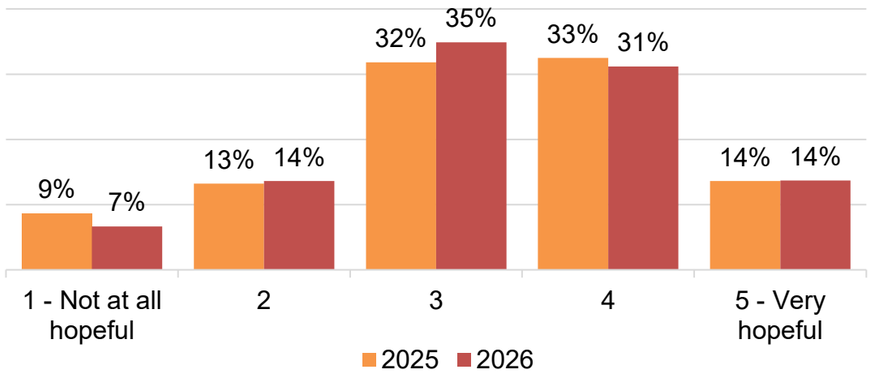


Hopefulness
Hopeful: 45% (+ 2pp)
Not hopeful: 20% (- 2pp)

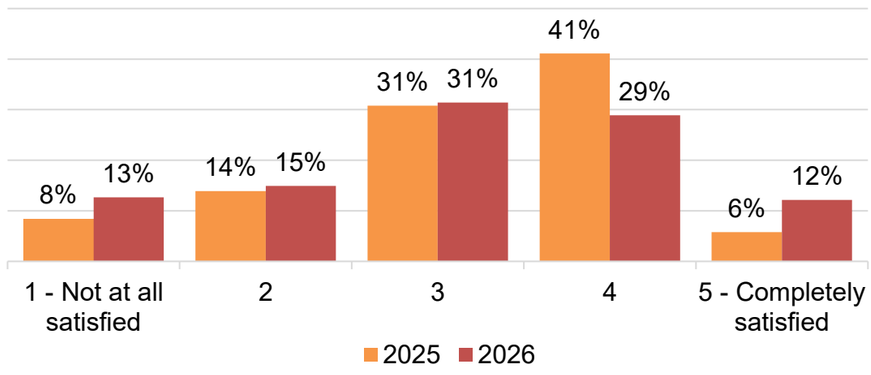
* Change compared to September 2025 People's Panel survey

National Wellbeing Indicators

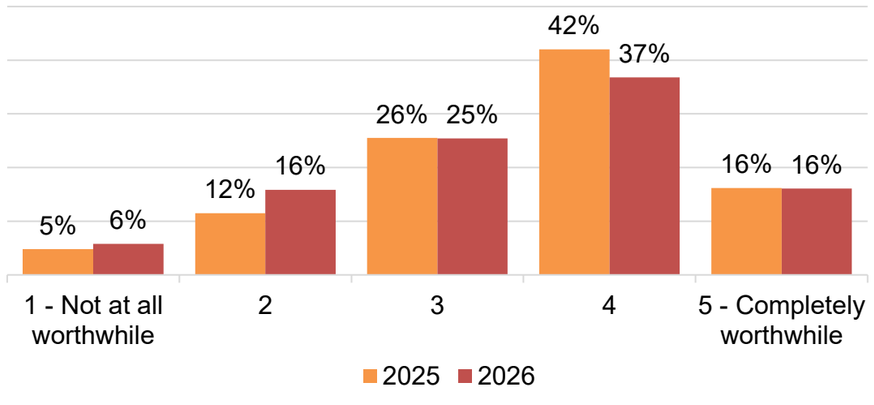
Q. How **hopeful** do you feel about your future?



Q. How **satisfied** are you with your life nowadays?



Q. Overall, to what extent do you think your life is **worthwhile**?



% Scoring Hopefulness High (4 or 5)

Hull (Mar 2025)	46%
Hull (Sep 2026)	**45%**
Annual Change	No Sig Change
Great Britain (2026)	69%
Hull is significantly ***less*** likely to be ***hopeful / very hopeful*** compared to GB	

ONS: Opinions and Lifestyle Survey

% Scoring Life Satisfaction Low (1 or 2)

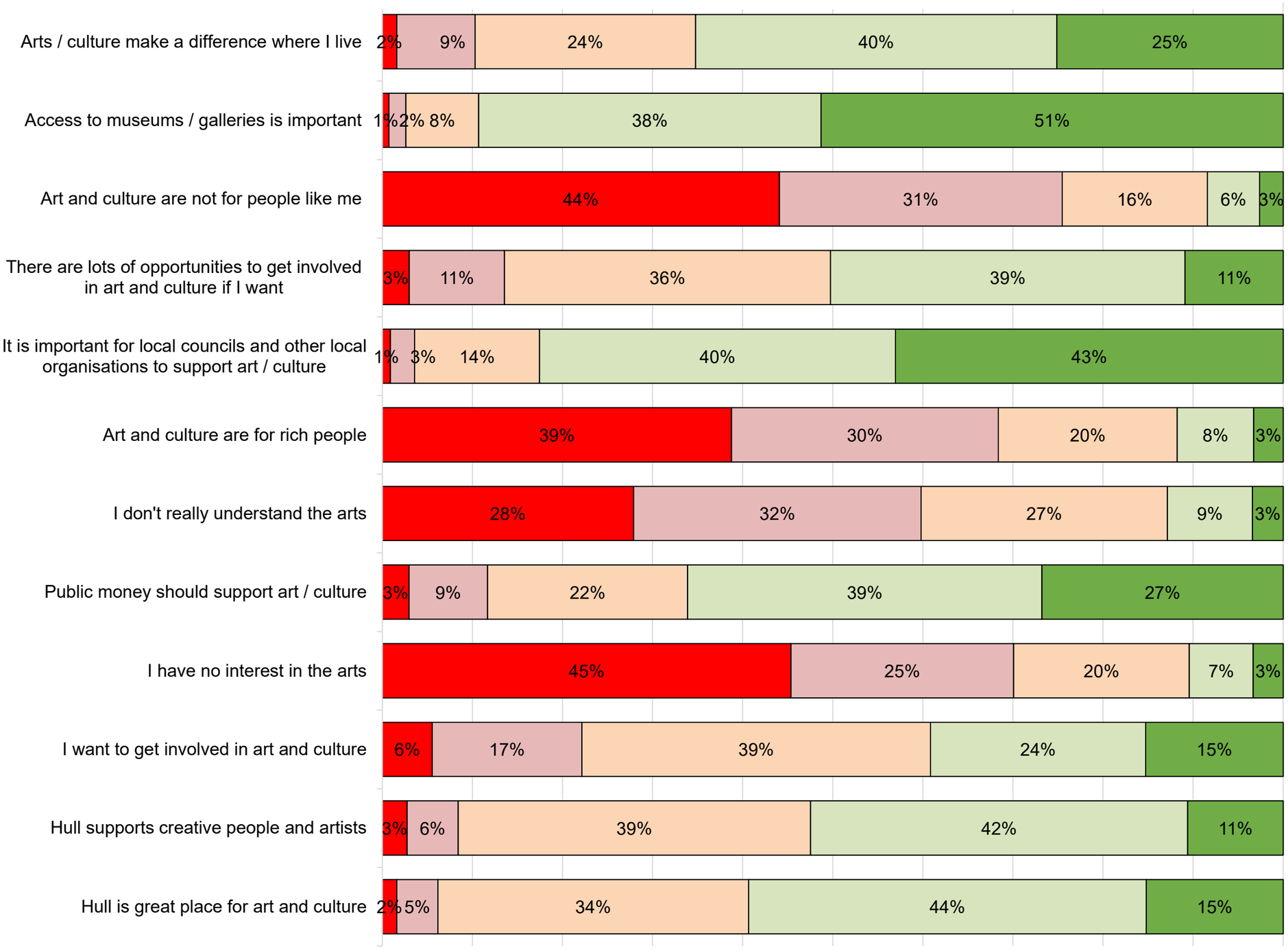
Hull (Mar 2025)	22%
Hull (Sep 2026)	**28%**
Annual Change	▲
Great Britain (2026)	11%
Hull is significantly ***more*** likely to be ***unsatisfied / not at all satisfied*** with their life compared to GB	

% Scoring Life Worthwhileness Low (1 or 2)

Hull (Mar 2025)	16%
Hull (Sep 2026)	**22%**
Annual Change	▲
Great Britain (2026)	9%
Hull is significantly ***more*** likely to feel life is ***not worthwhile / not at all worthwhile*** compared to GB	

Views of Arts and Culture

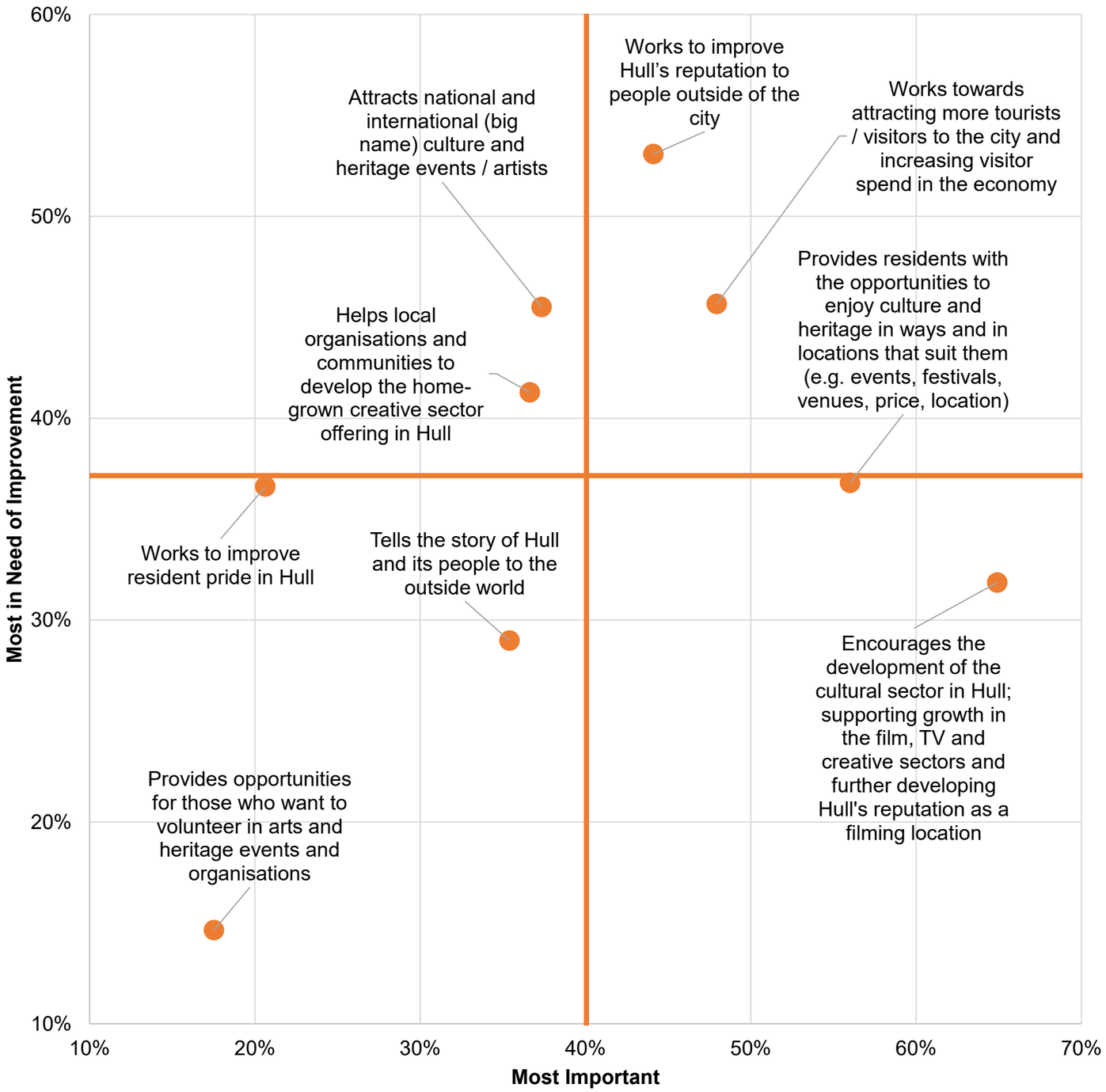
Q. How much you disagree or agree with the following statements?



% Who Agree or Strongly Agree			
2015	2025	2026	Annual Change
55%	58%	**65%**	▲
85%	87%	**89%**	No Sig Change
7%	10%	**8%**	No Sig Change
43%	44%	**50%**	▲
82%	79%	**83%**	▲
7%	13%	**12%**	No Sig Change
14%	15%	**13%**	No Sig Change
56%	59%	**66%**	▲
9%	12%	**10%**	No Sig Change
34%	39%	**39%**	No Sig Change
47%	48%	**52%**	No Sig Change
55%	52%	**59%**	▲

Ambition: Our Culture, Our Heritage, Our City

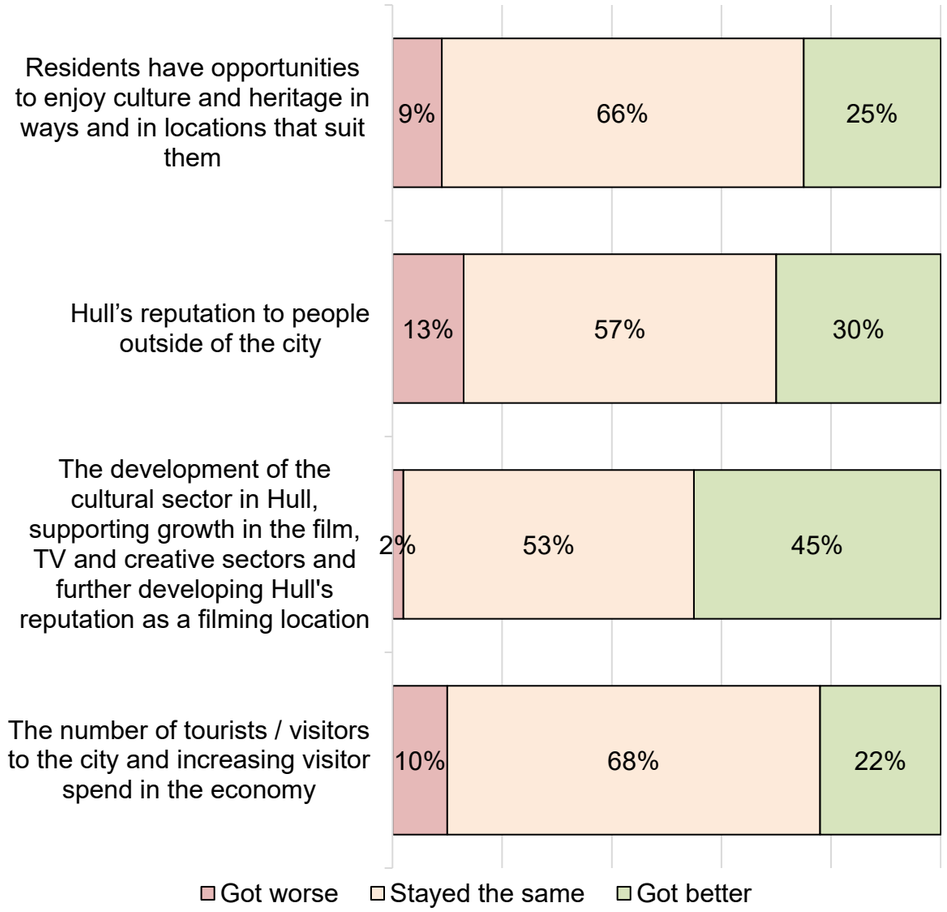
Q. Which of the following do you think are **most important** in measuring how well Hull City Council works towards making Hull a leading city for culture and heritage?
Q. Which of the following do you think Hull City Council should prioritise for **improvement** in measuring how it works towards making Hull a leading city for culture and heritage?
Tick up to four for each question



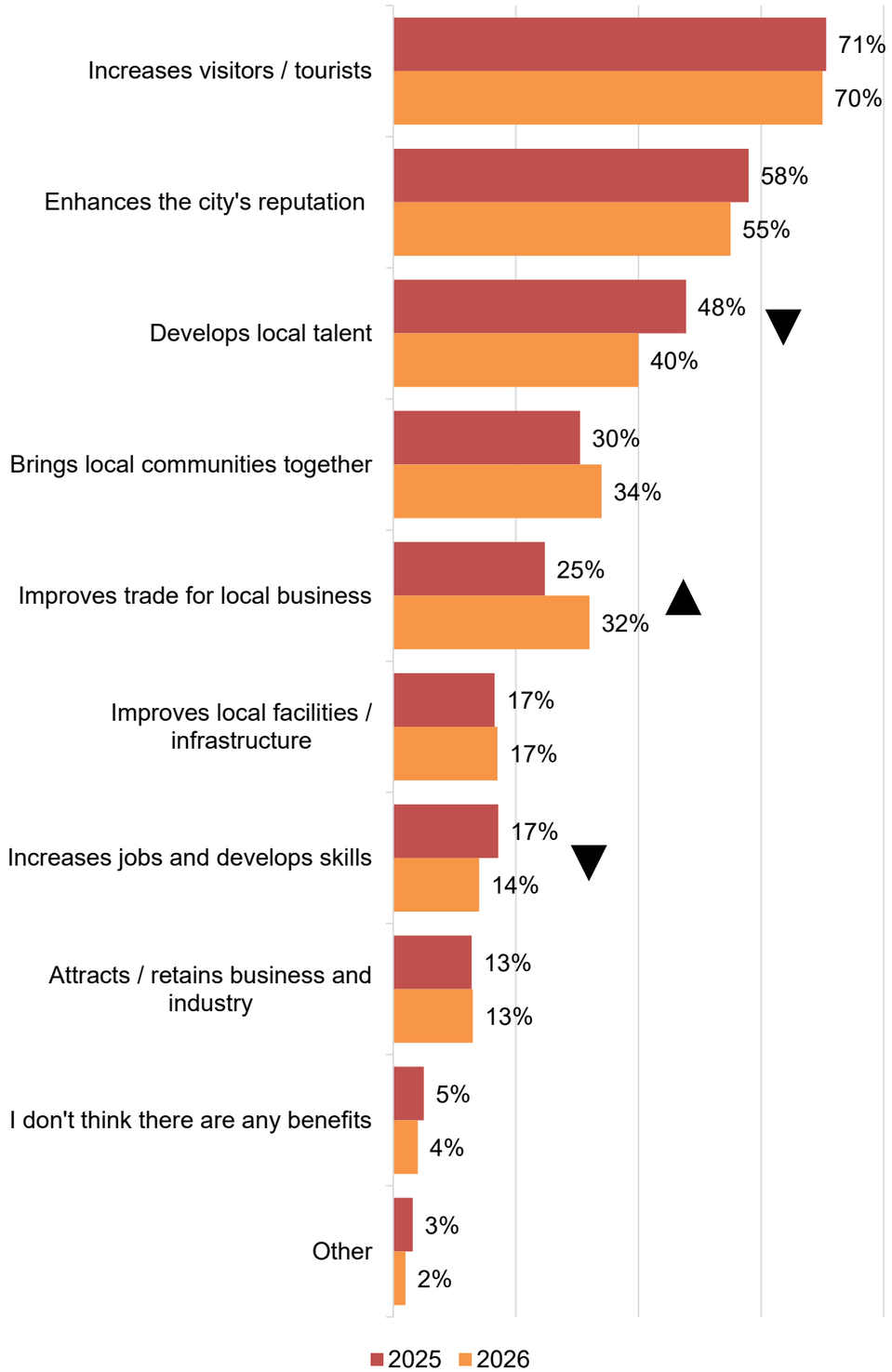
Resident Priorities

1. Works to improve Hull's reputation to people outside of the city
2. Works towards attracting more tourists / visitors to the city and increasing visitor spend in the economy
3. Provides residents with the opportunities to enjoy culture and heritage in ways and in locations that suit them

Q. Last year, we asked you to tell us what was important to you about Hull's art, culture and heritage, and what you most wanted improving. You told us that the following were your top priorities. Over the last year, have these got worse, stayed the same, or got better?

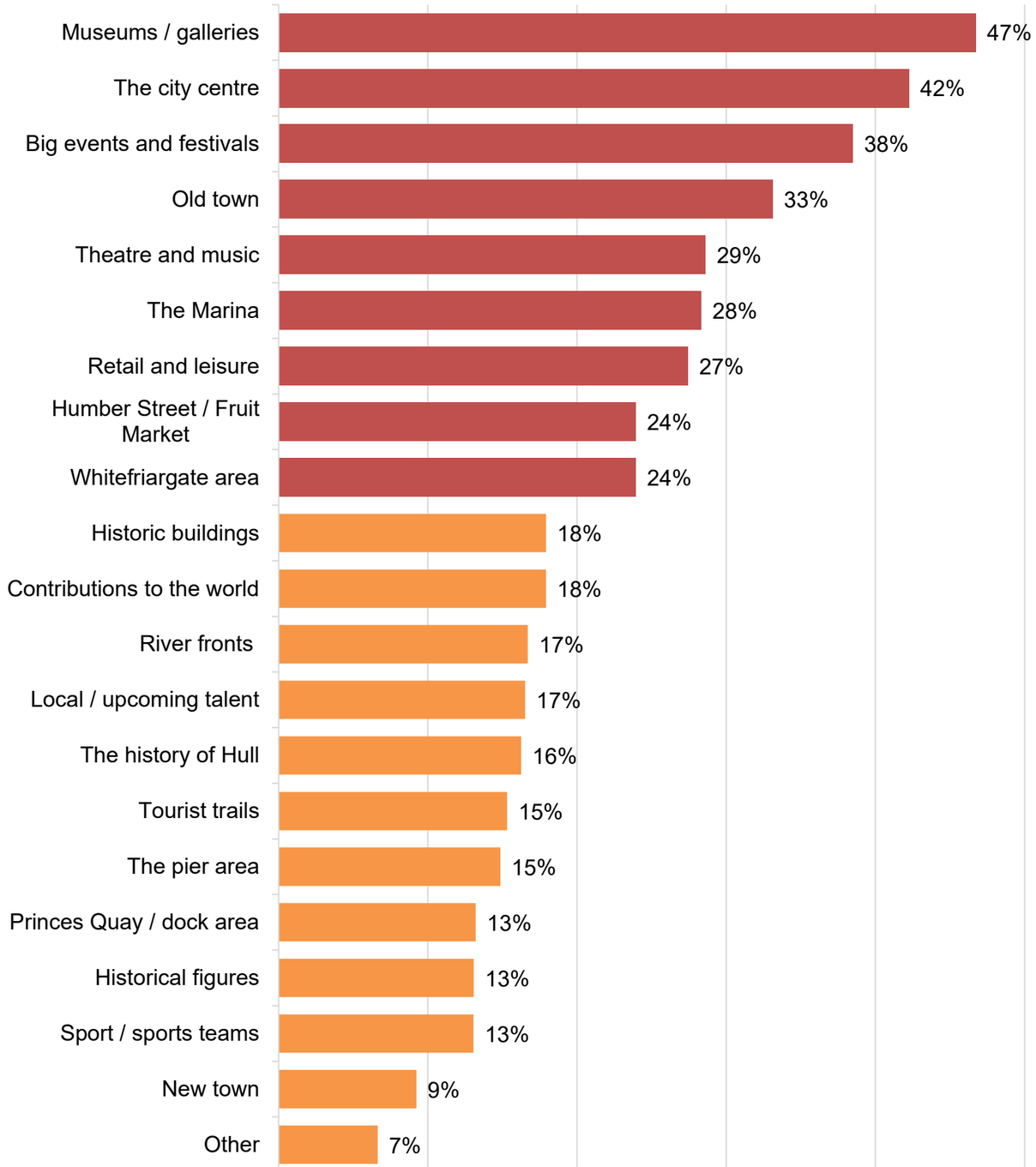


Q. Which of the following do you think are the main benefits to Hull of the arts, cultural activities and events? **Tick up to three**



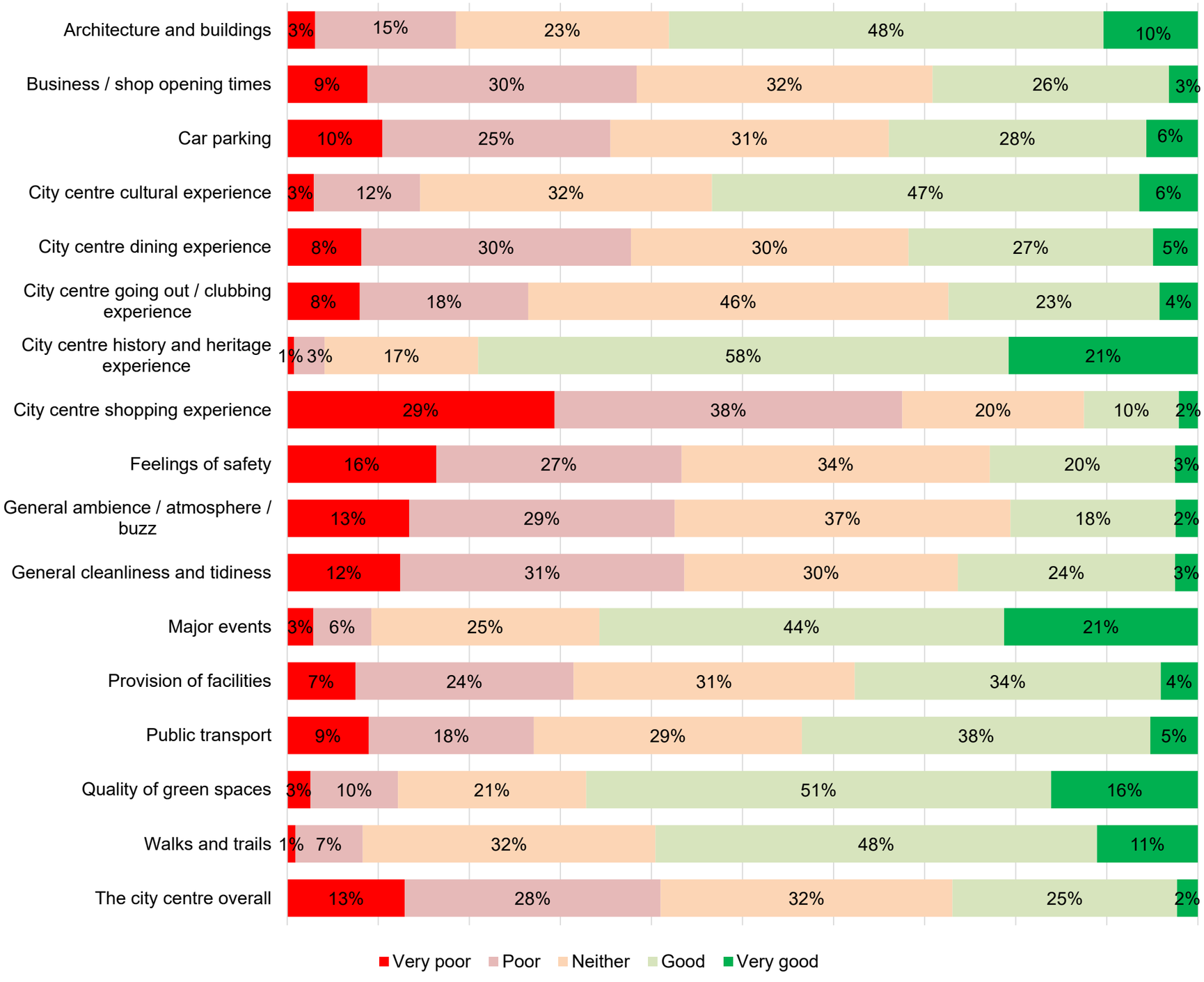
Attracting Visitors

Q. Of these, which do you think we should focus on to promote Hull and attract visitors? **Tick up to five**



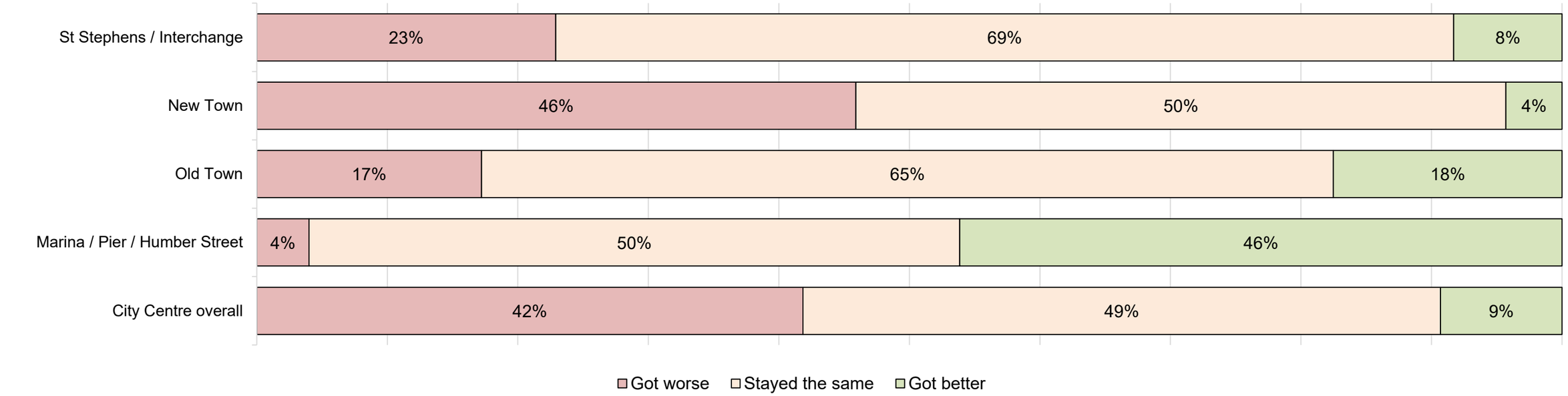
Hull City Centre

Q. How would you rate the following facilities and entertainment on offer in the city centre?



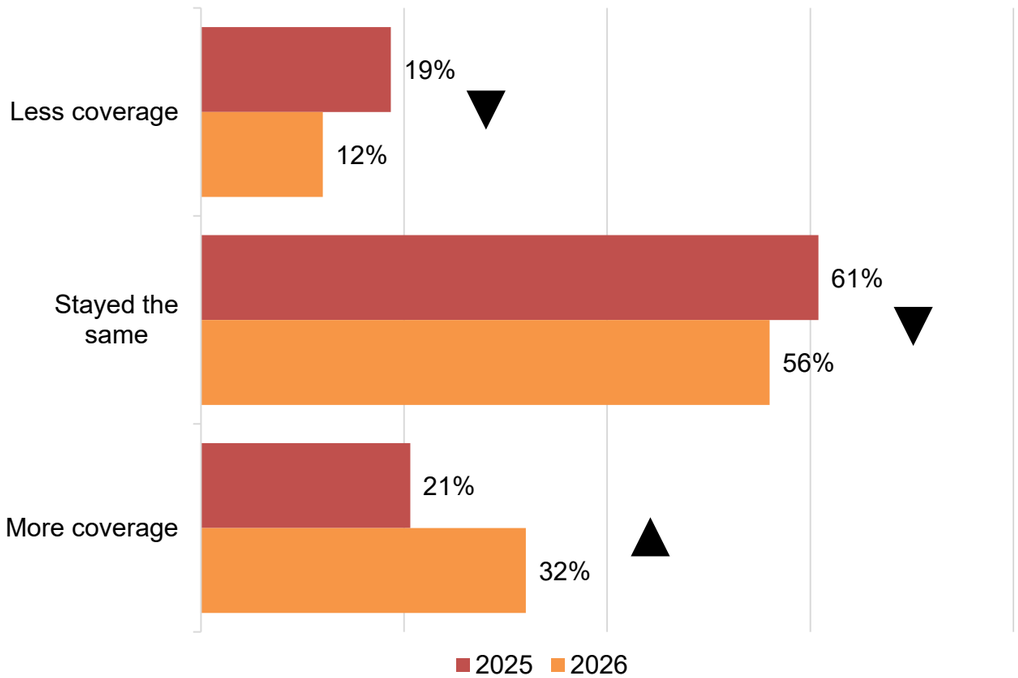
% Who Rate Good or Very Good			
2024	2025	2026	Annual Change
60%	58%	**58%**	No Sig Change
36%	26%	**29%**	No Sig Change
34%	30%	**34%**	No Sig Change
56%	47%	**53%**	▲
42%	32%	**32%**	No Sig Change
17%	26%	**27%**	No Sig Change
78%	72%	**79%**	▲
16%	13%	**13%**	No Sig Change
35%	26%	**23%**	No Sig Change
22%	20%	**21%**	No Sig Change
32%	27%	**26%**	No Sig Change
61%	64%	**66%**	No Sig Change
35%	32%	**38%**	▲
33%	39%	**43%**	No Sig Change
47%	40%	**67%**	▲
53%	47%	**60%**	▲
N/A	25%	**27%**	No Sig Change

Q. Overall, over the last year, do you think the following have got worse, stayed the same or got better?

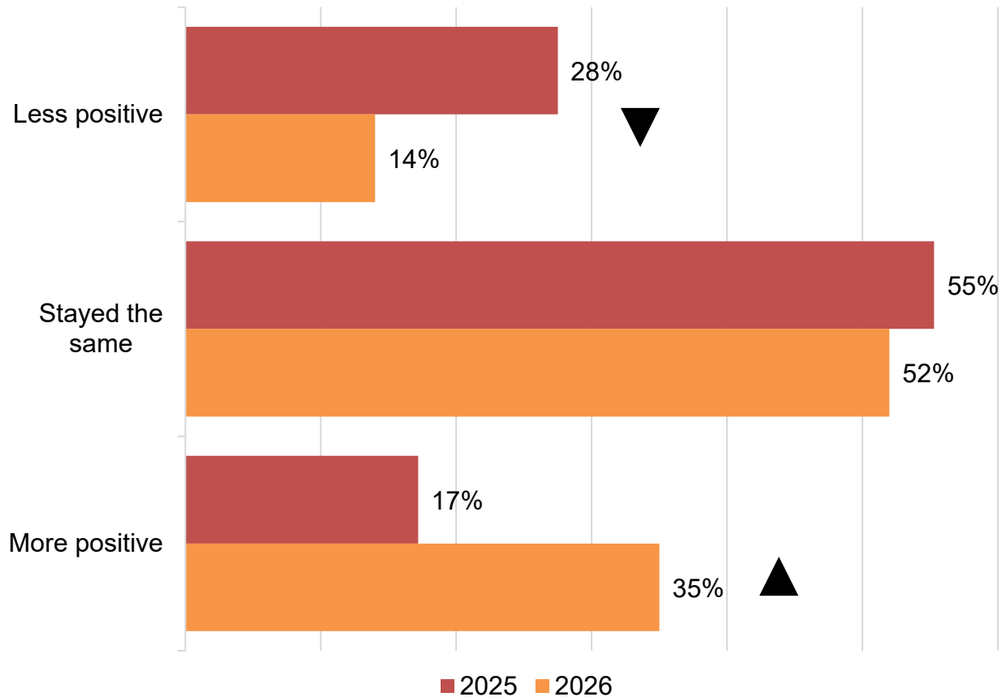


Hull's Reputation

Q. In the last year, do you think **the amount** of coverage that Hull has had in the national / international media has changed?

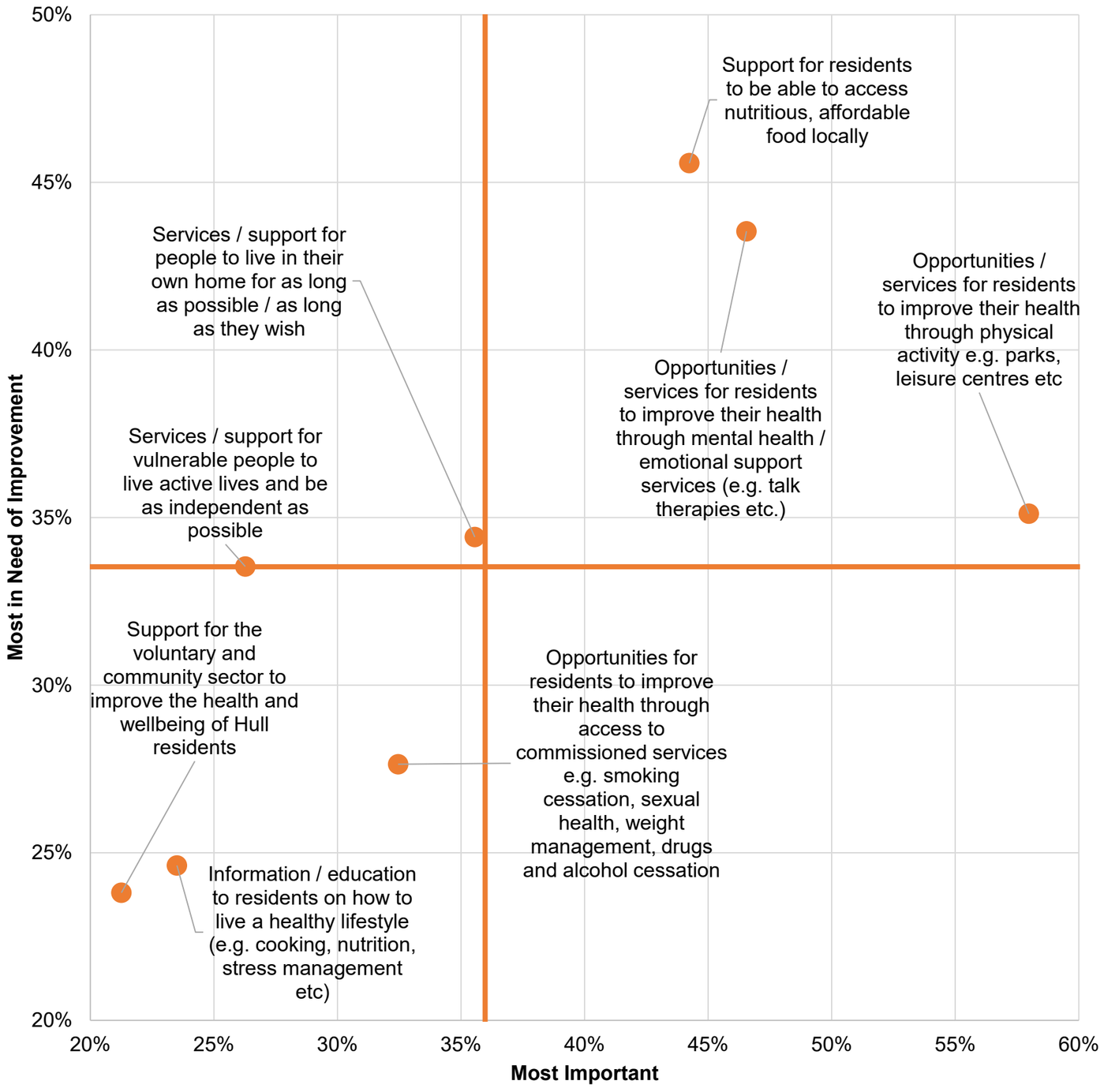


Q. Has **the way** that Hull is portrayed in the media changed in the last year?



Ambition: A Healthier and Fairer Hull - Healthy

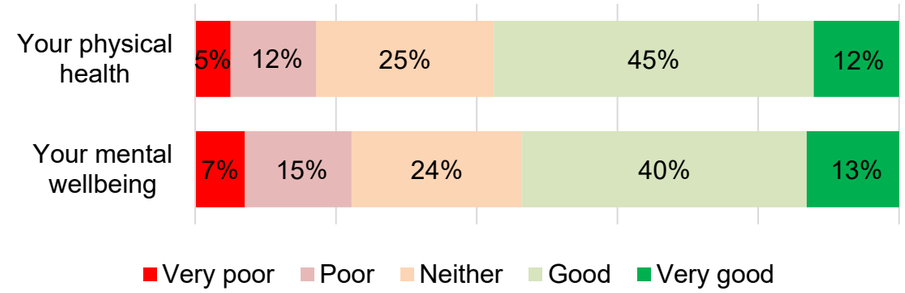
Q. Which of the following are **most important** in helping local people stay healthy?
Q. Which of these do you think are most in need of **improvement** to help local people stay healthy?
Tick up to three for each question



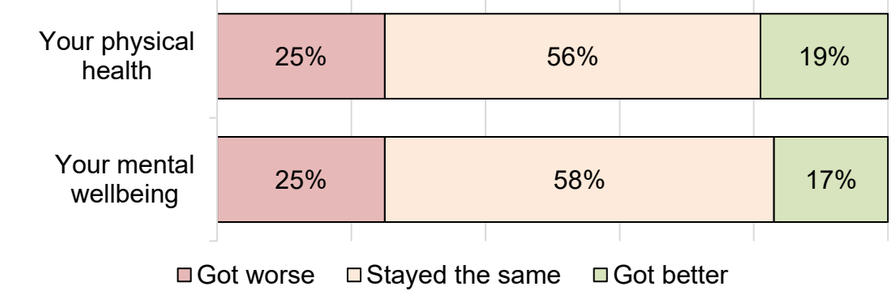
Resident Priorities

1. Opportunities / services for residents to improve their health through physical activity e.g. parks, leisure centres etc.
2. Opportunities / services for residents to improve their health through mental health / emotional support services (e.g. talk therapies etc.)
3. Support for residents to be able to access nutritious, affordable food locally

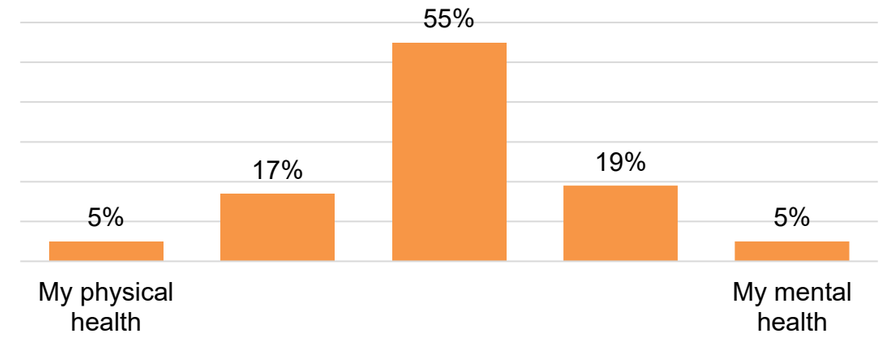
Q. How would you currently rate your health?



Q. And thinking about the ***last year***, has your health got worse, stayed the same or got better?

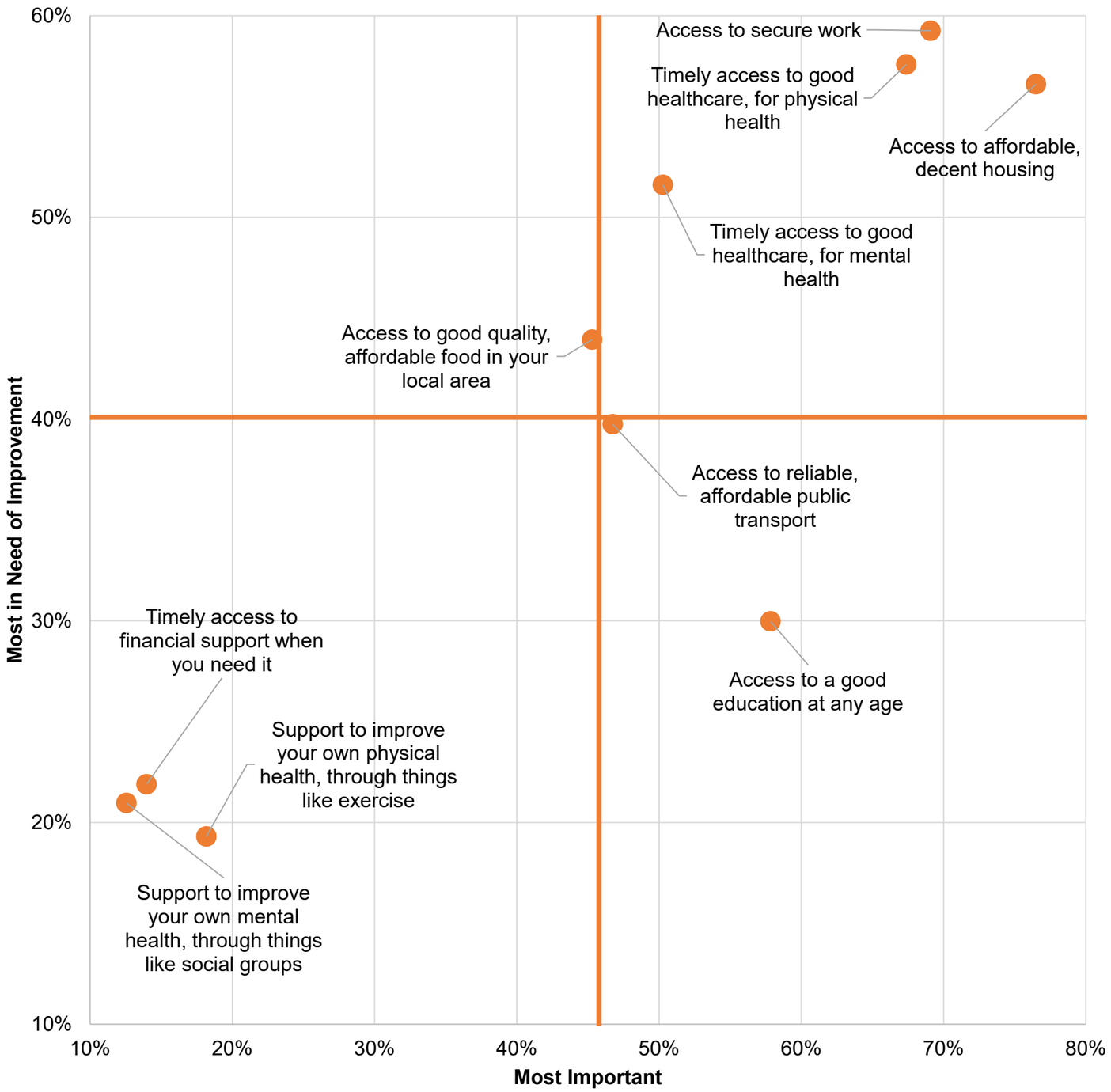


Q. Which is more important to you - your physical health or your emotional health? Please move the closer to the side that is most important to you.



Ambition: A Healthier and Fairer Hull - Fairer

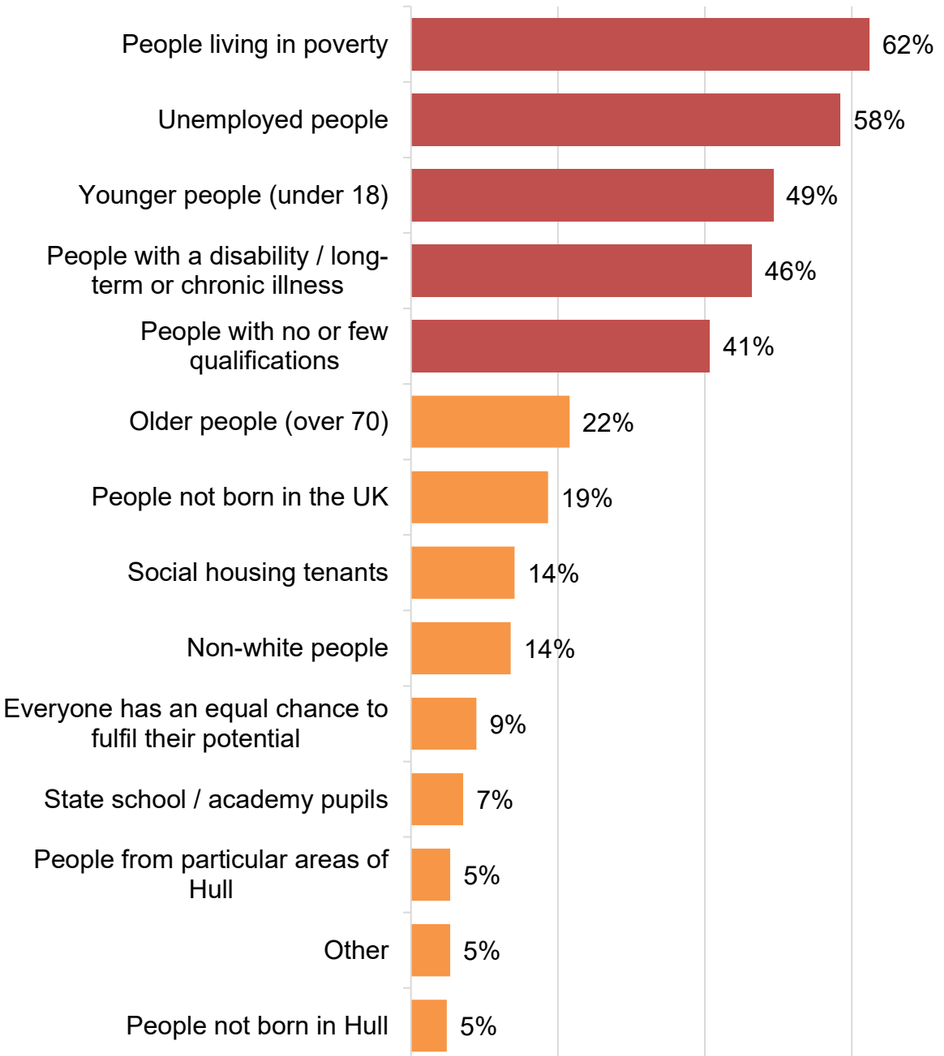
Q. Which of the following are **most important** when thinking about making Hull a place that is fair and local people can thrive?
Q. And which of the following are most in need of **improvement**?
Tick up to five for each question



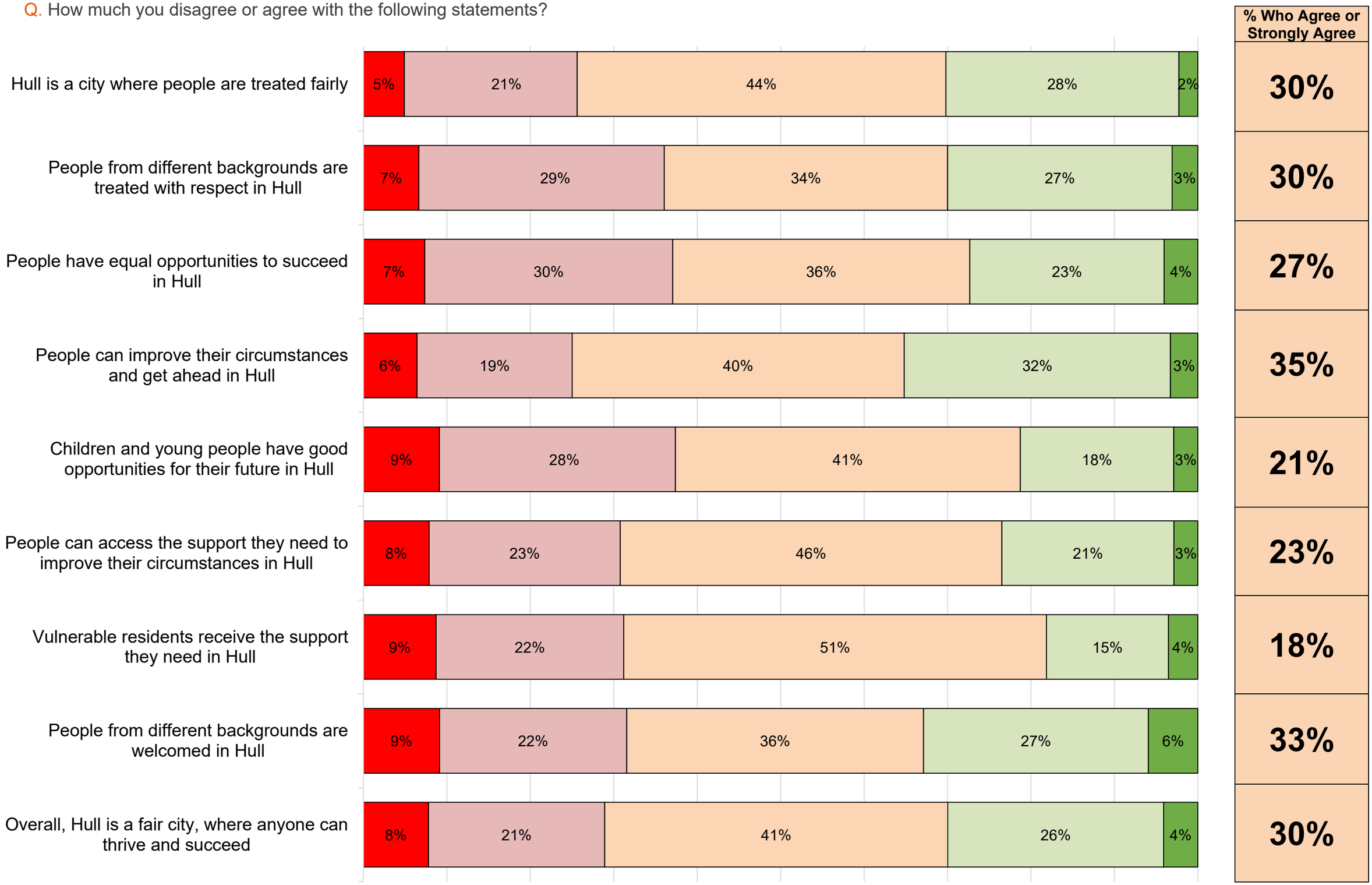
Resident Priorities

1. Access to affordable decent housing
2. Access to secure work
3. Timely access to good healthcare, for physical health
4. Timely access to good healthcare, for mental health

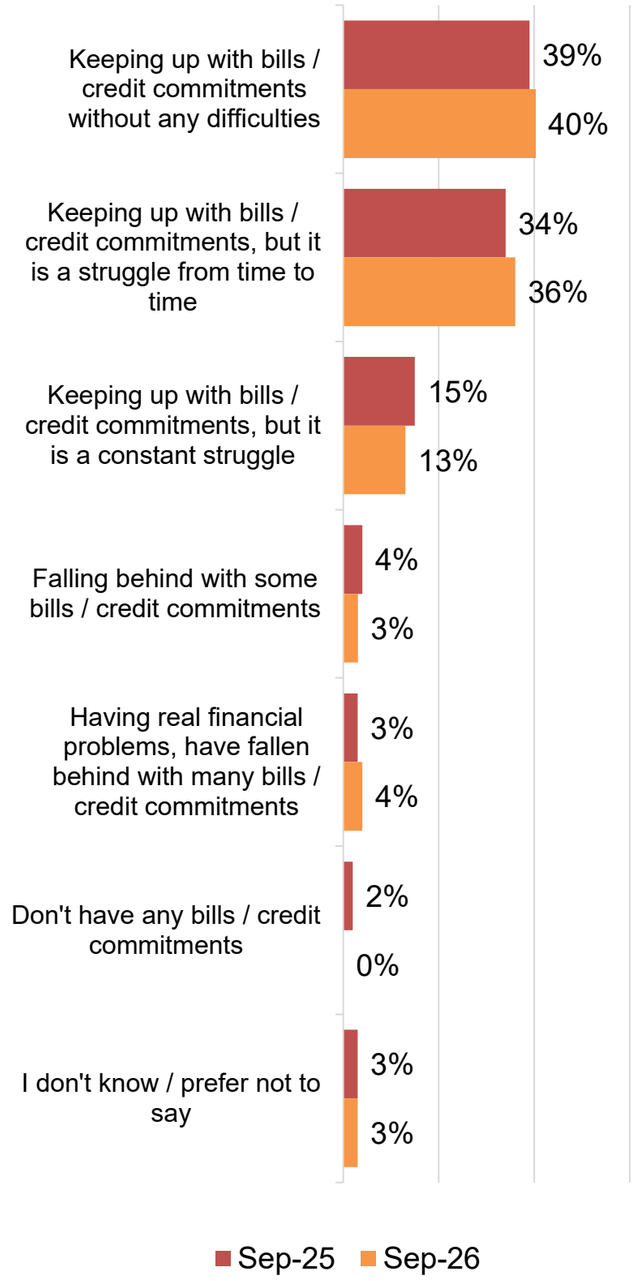
Q. Which, if any of the following groups of people do you think are least likely to be able to fulfil their potential in Hull? **Tick up to five**

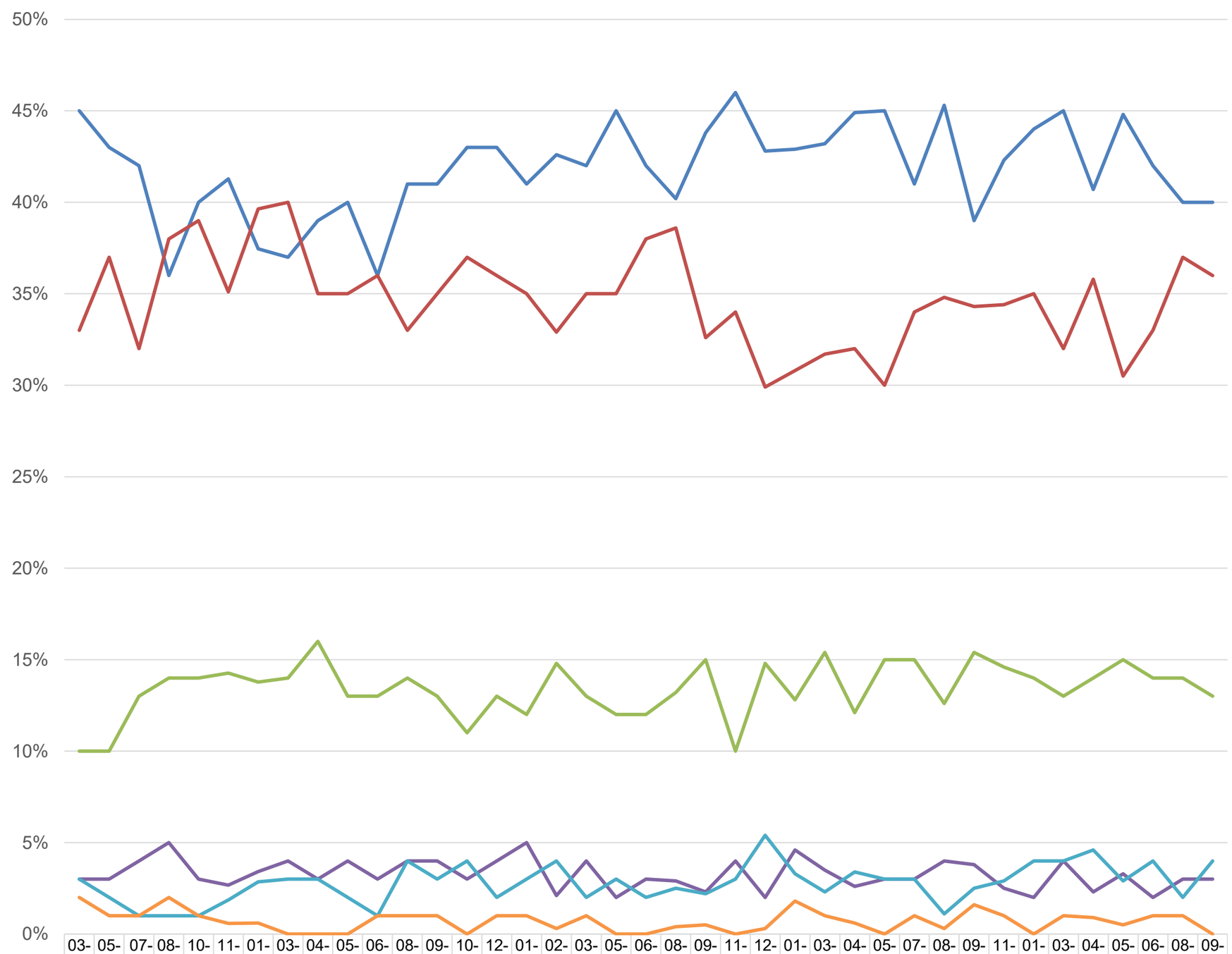


Q. How much you disagree or agree with the following statements?



Financial Stability Tracker





	03-22	05-22	07-22	08-22	10-22	11-22	01-23	03-23	04-23	05-23	06-23	08-23	09-23	10-23	12-23	01-24	02-24	03-24	05-24	06-24	08-24	09-24	11-24	12-24	01-25	03-25	04-25	05-25	07-25	08-25	09-25	11-25	01-26	03-26	04-26	05-26	06-26	08-26	09-26
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%	43%	42%	45%	42%	40%	44%	46%	43%	43%	43%	45%	45%	41%	45%	39%	42%	44%	45%	41%	45%	42%	40%	40%
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%	33%	35%	35%	38%	39%	33%	34%	30%	31%	32%	32%	30%	34%	35%	34%	34%	35%	32%	36%	31%	33%	37%	36%
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%	15%	13%	12%	12%	13%	15%	10%	15%	13%	15%	12%	15%	15%	13%	15%	15%	14%	13%	14%	15%	14%	14%	13%
Falling behind with some bills / credit commitments	3%	3%	4%	5%	3%	3%	3%	4%	3%	4%	3%	4%	4%	3%	4%	5%	2%	4%	2%	3%	3%	2%	4%	2%	5%	4%	3%	3%	3%	4%	4%	3%	2%	4%	2%	3%	2%	3%	3%
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%	4%	2%	3%	2%	3%	2%	3%	5%	3%	2%	3%	3%	3%	1%	3%	3%	4%	4%	5%	3%	4%	2%	4%
Don't have any bills / credit commitments	2%	1%	1%	2%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	2%	1%	1%	0%	1%	0%	2%	1%	0%	1%	1%	1%	1%	1%	0%