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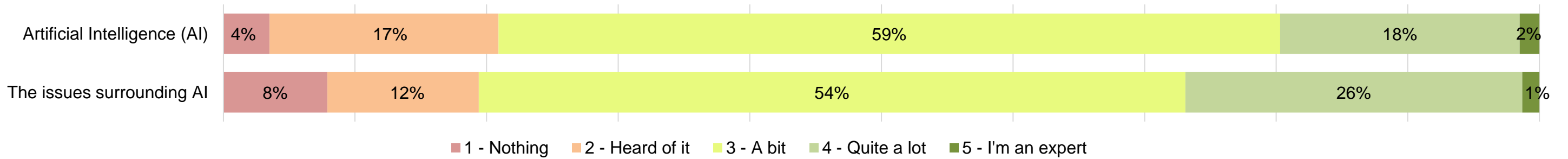
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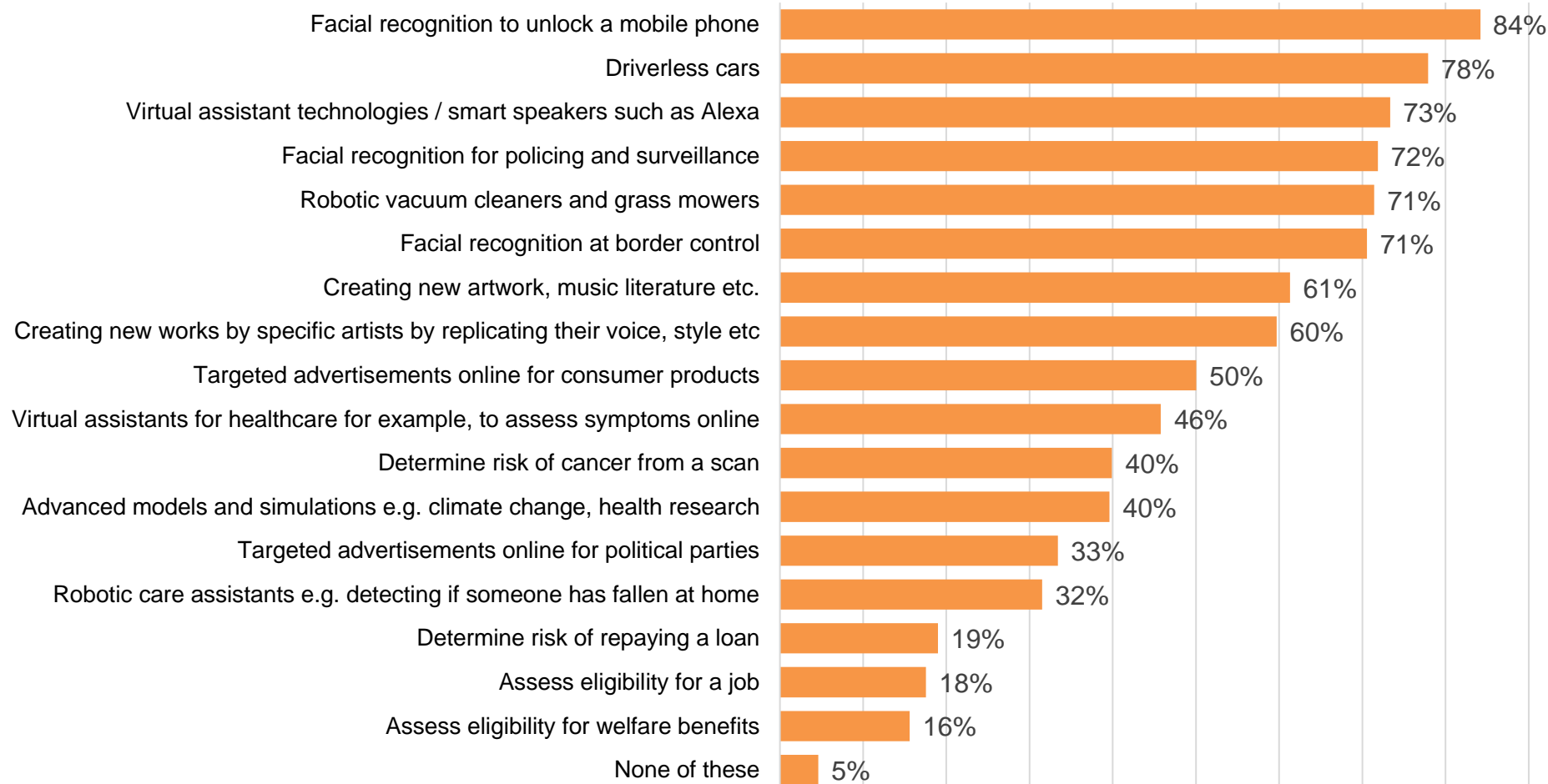
People's Panel VOX POP December 2023 (915 Hull Responses)

Video Killed The Radio Star

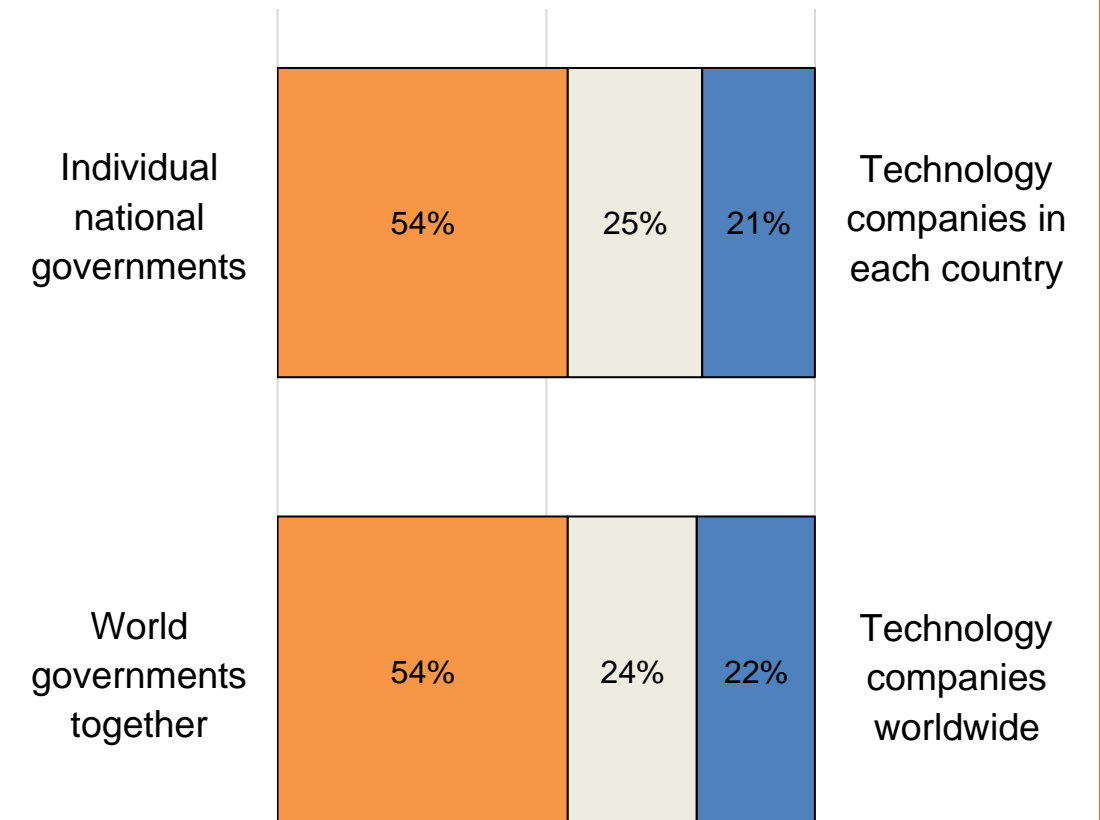
Q. How much would say you know about...?



Q. Before today, had you heard of the use of AI technologies for...?

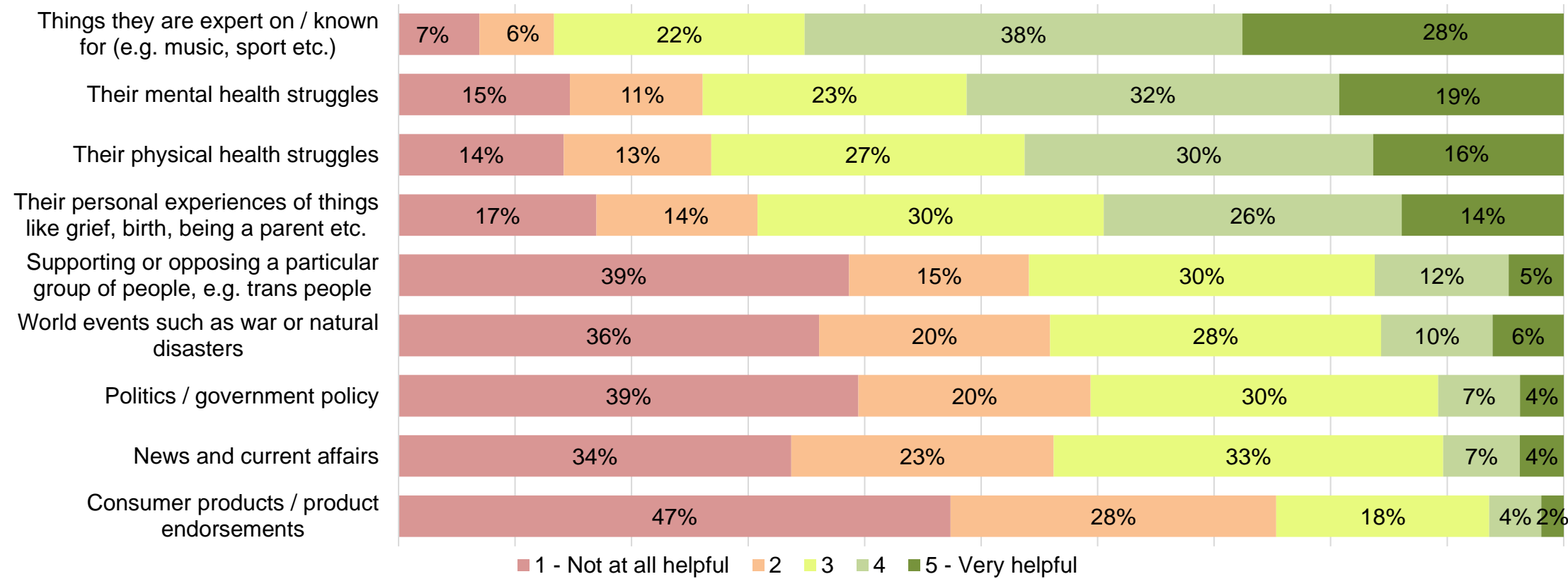


Q. Who should have the most responsibility for regulating the use of AI, and have the most liability when it goes wrong?

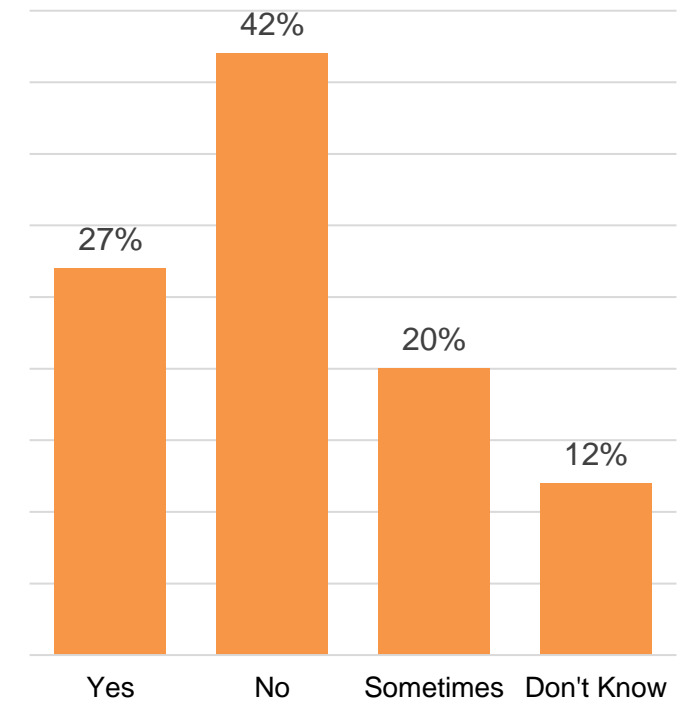


Culture Wars

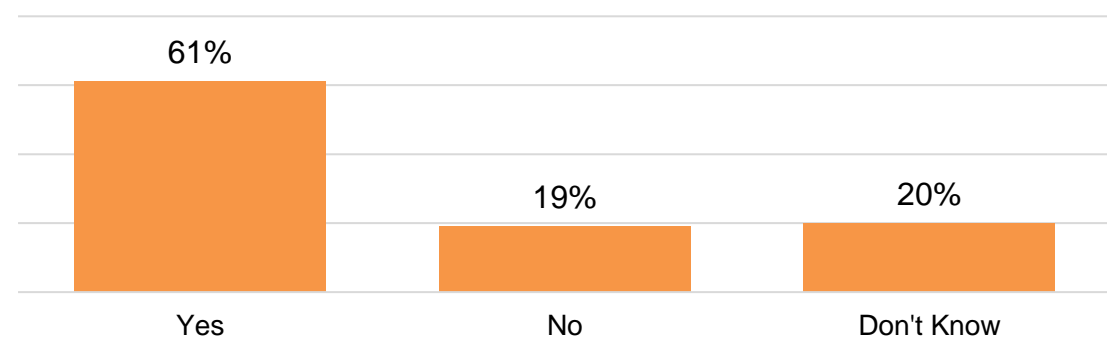
Q. How helpful do you think it is if celebrities talk about / share their experiences or views about the following?



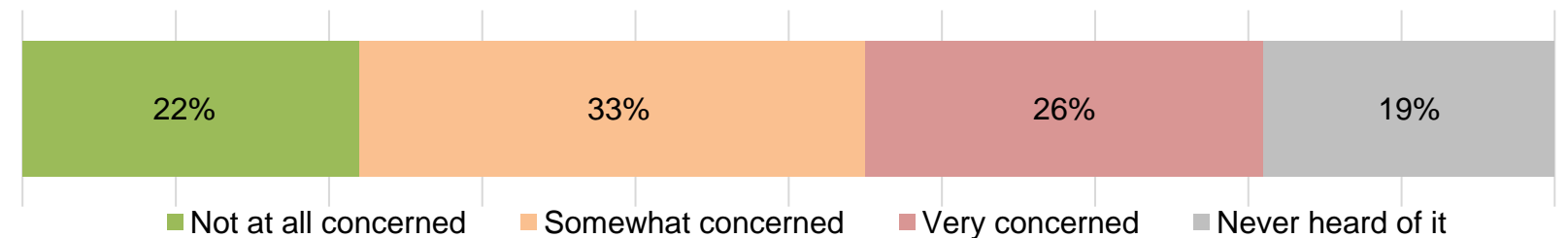
Q. If you like someone famous or you admire something someone has done (science, artist, writer etc.) but you find they are not a nice person in their personal life (e.g. controversial views etc) can you still like them or appreciate their work?



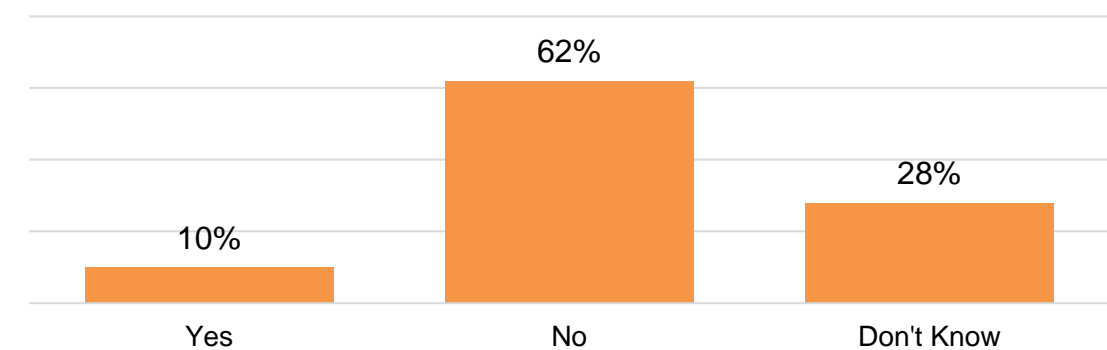
Q. Have you ever changed your view of someone famous, because of something they said or did?



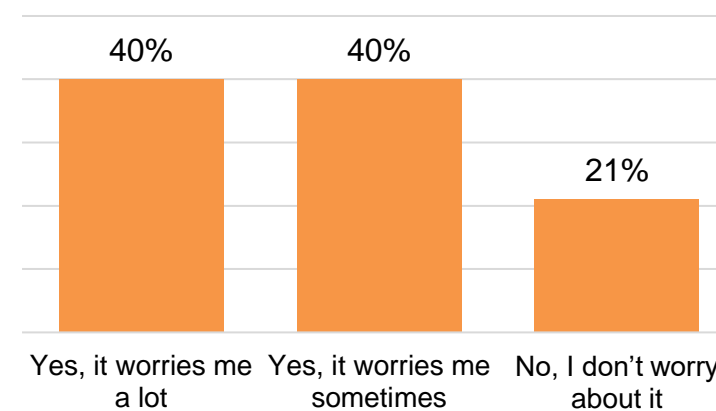
Q. How concerned are you about cancel culture?



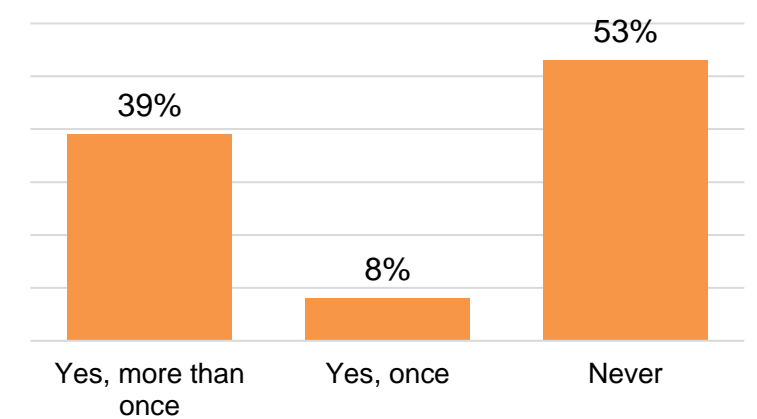
Q. Do you think that it is right that someone can be cancelled because of something they said or did many years ago or when they were much younger?



Q. Does it worry you that some people are becoming increasingly afraid to talk about things they may perceive as controversial, like politics or religion, for example?

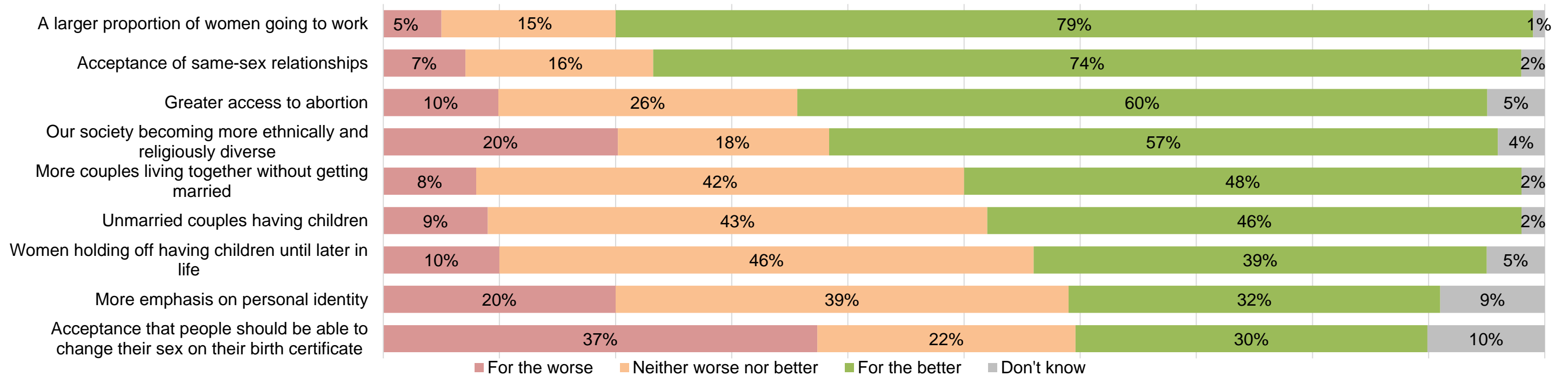


Q. Have you ever made the decision to not engage in a conversation or share a particular view point, including on social media, because you are concerned that it will affect your reputation?

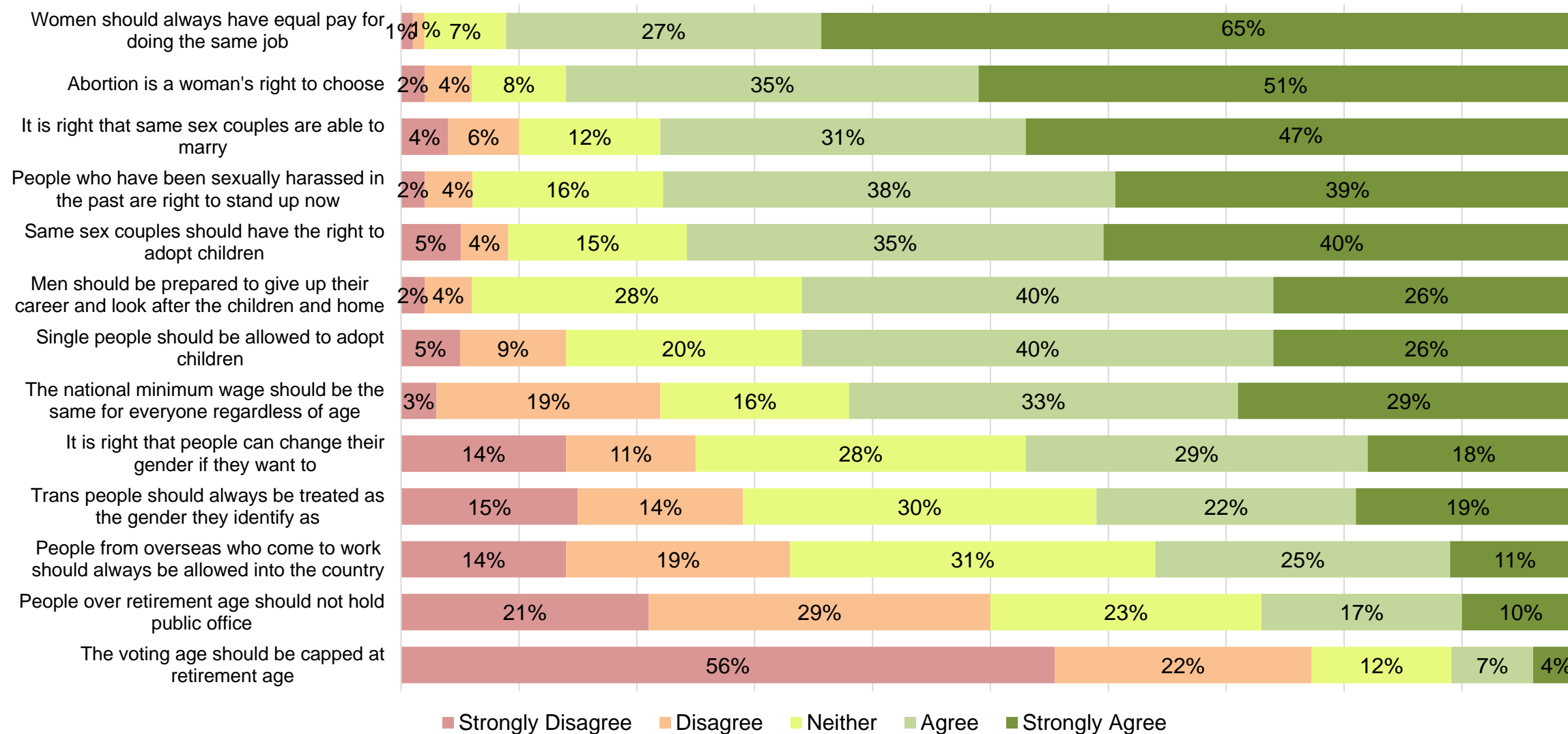


The Times They Are A Changin'

Q. Below are some ways that society has changed over recent decades. In each case, please tell us whether you think this has changed society for the better, or for the worse?



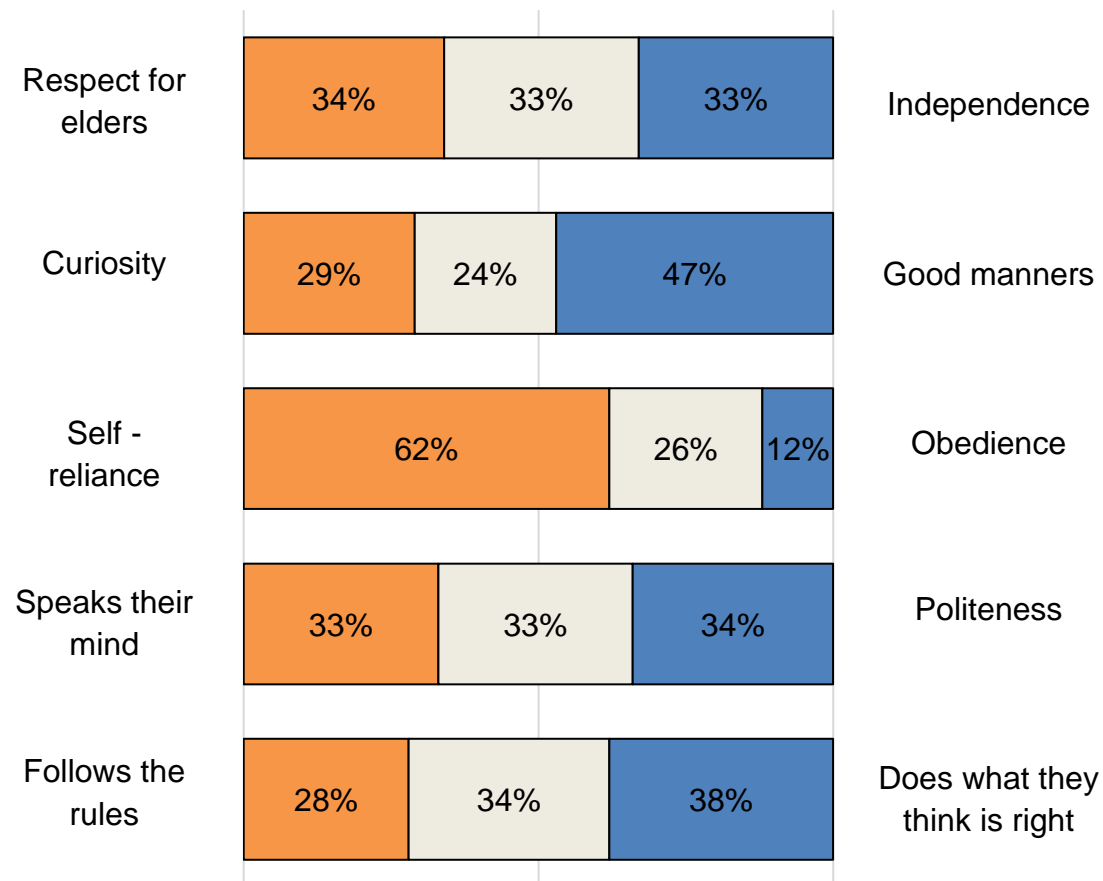
Q. How much do you agree with the following?



Agree or Strongly Agree	February 2019	Direction
92%	96%	▼
86%	86%	No Sig Change
78%	72%	▲
77%	73%	▲
75%	67%	▲
66%	68%	No Sig Change
66%	62%	No Sig Change
63%	61%	No Sig Change
48%	59%	▼
41%	52%	▼
36%	42%	▼
26%	22%	▲
10%	6%	▲

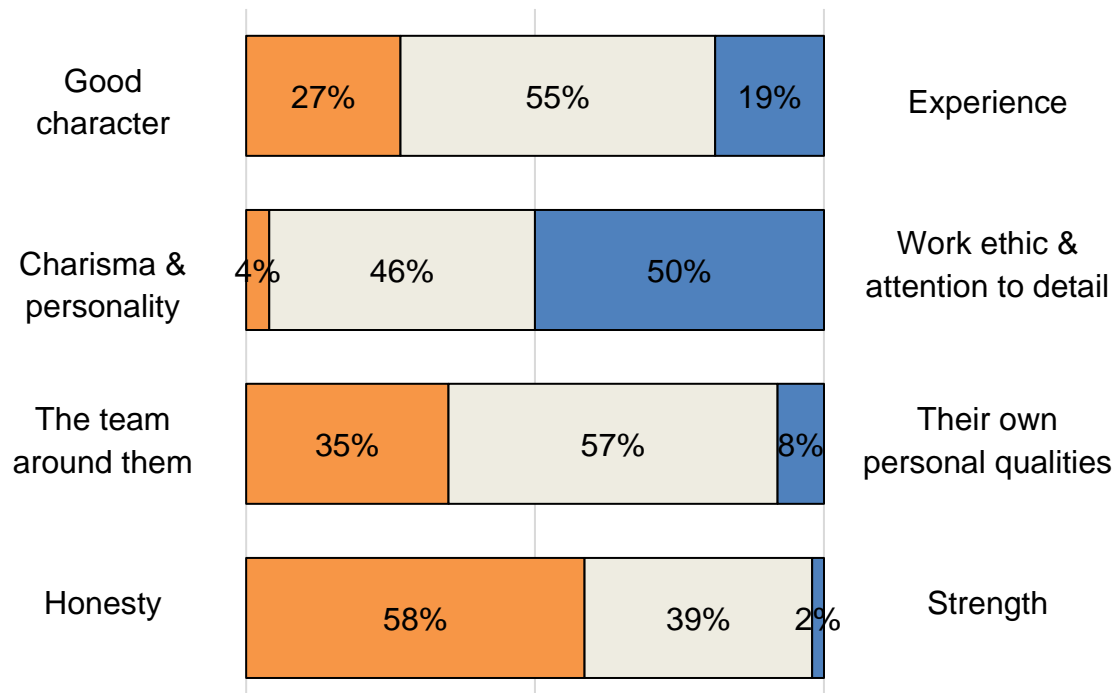
Generation Game

Q. Some people think that younger generations do not share the same values as the generations before. Which of the following do you think are the most desirable qualities in younger generations?

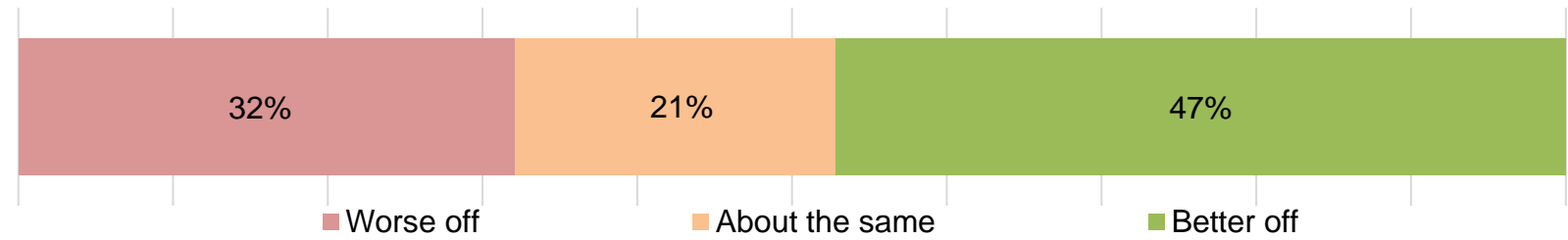


And Finally

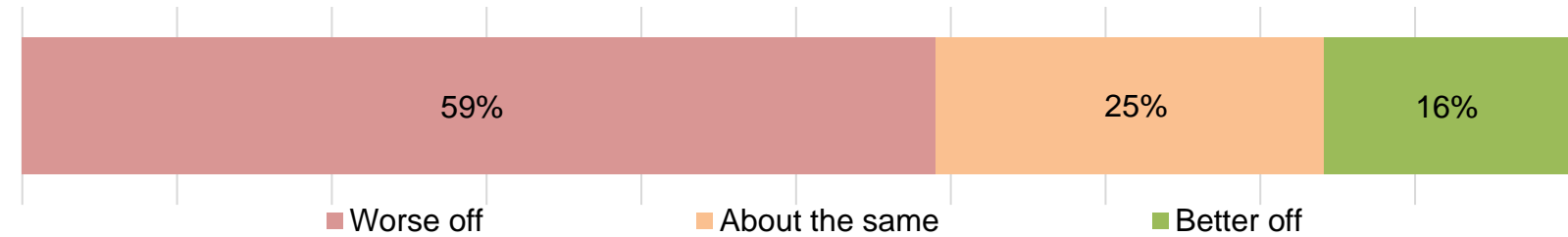
Q. What's more important in a leader?



Q. Would you say you and your immediate family are 'worse off' or 'better off' than your parents' generation when they were your age?

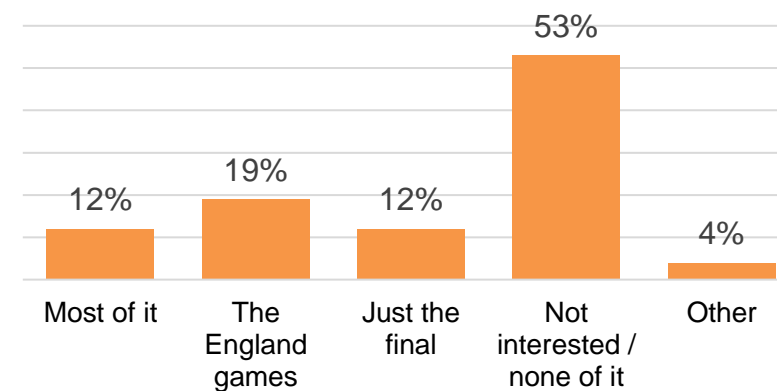


Q. Do you think your children / the next generation will be 'worse off' or 'better off' than you are now when they are your age?

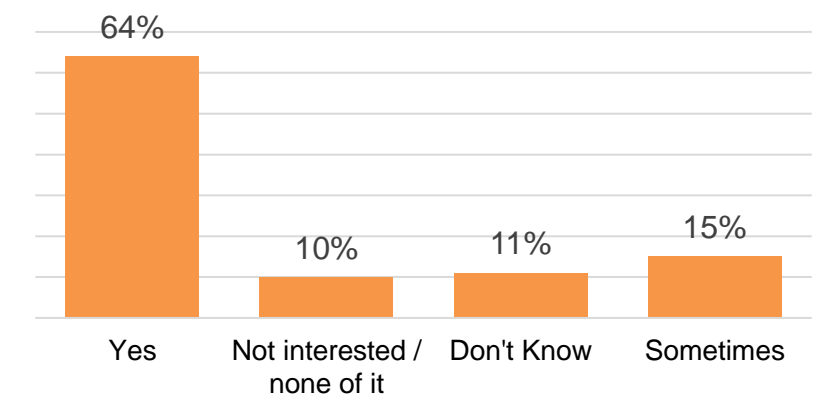


The Sporting Life

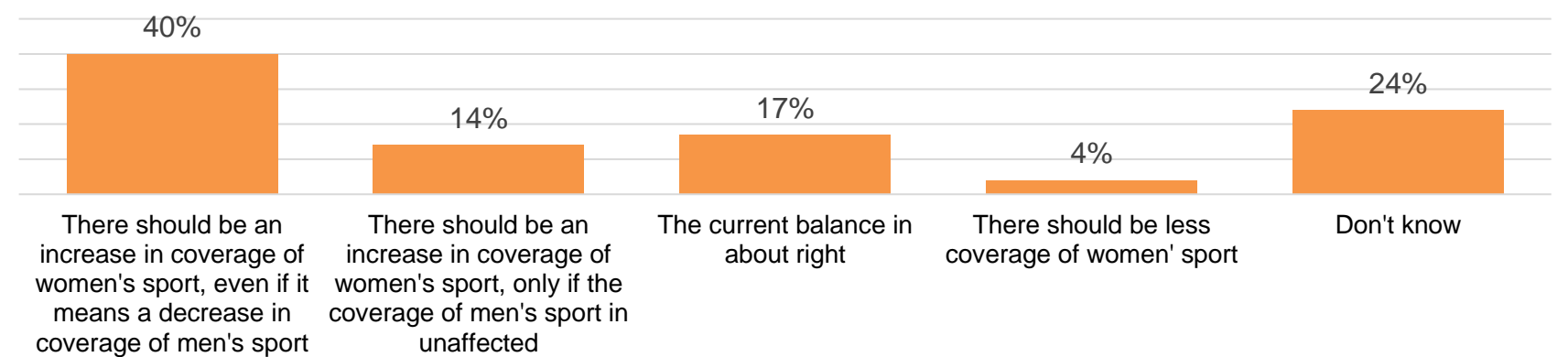
Q. How much of the women's world football cup did you watch?



Q. Should women and men who are playing sport at the same level (for example, for their country) be paid the same?



Q. Which of the following is closest to your view?



Health and Wellbeing

Q. How are you feeling? **Change compared to November 2022 People's Panel**



Happiness

Happy: 48% (- 5pp)
Unhappy: 23% (+ 4pp)



Stress / Anxiety

Not stressed: 35% (- 2pp)
Stressed: 36% (+ 5pp)



Hopefulness

Hopeful: 43% (+ 1pp)
Not hopeful: 20% (- 1pp)



Healthiness

Healthy: 39% (- 10pp)
Unhealthy: 28% (+ 5pp)



Worthwhileness

Worthwhile: 48% (- 6pp)
Not worthwhile: 18% (+ 2pp)



Loneliness

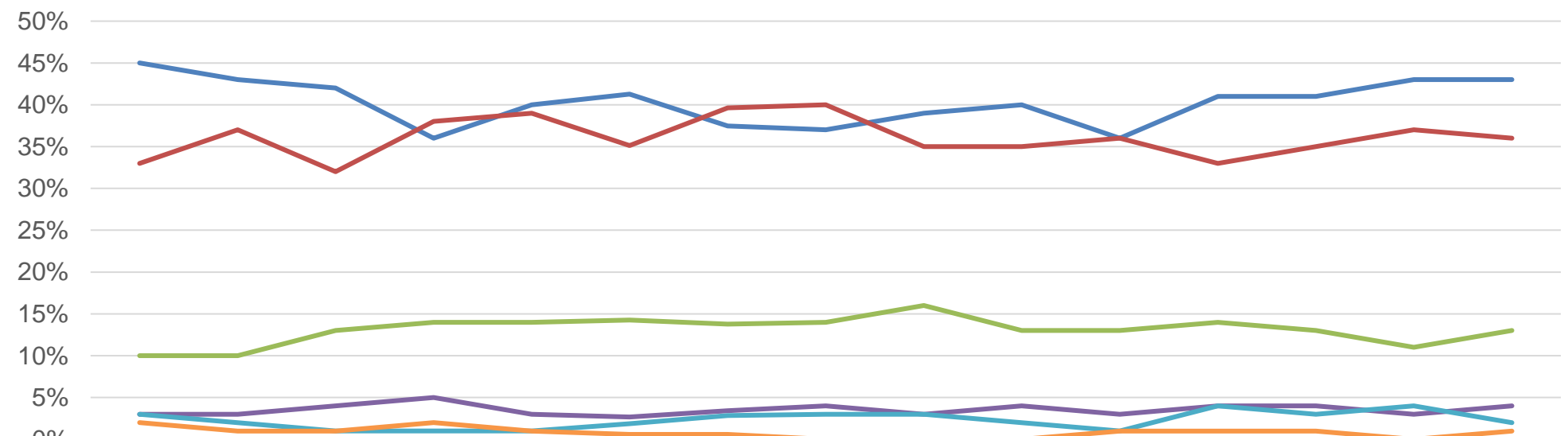
Not lonely: 59% (No Change)
Lonely: 18% (- 3pp)



Optimism

Optimistic: 44% (No Change)
Pessimistic: 25% (+ 2pp)

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
— Keeping up with bills / credit commitments without any difficulties	45%	43%	42%	36%	40%	41%	37%	37%	39%	40%	36%	41%	41%	43%	43%
— 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%
— 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%
— Falling behind with some bills / credit commitments	3%	3%	4%	5%	3%	3%	3%	4%	3%	4%	3%	4%	4%	3%	4%
— 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%
— Don't have any bills / credit commitments	2%	1%	1%	2%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%