People's Panel May 2021 VOX POP Analysis Report

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Introduction and Methodology

Introduction

This survey was conducted throughout May and June 2021.

Questions were designed to explore the social attitudes, opinions and behaviours of local people. This survey asked about:

- Vaccinations
- Holidays
- The High Street
- Computer Games
- Lifting Lockdown Restrictions
- Would You Rather?

The People's Panel includes residents of both Hull and the East Riding who often work, shop and use the entertainment facilities in Hull, as well as access some services such as healthcare.

Methodology

This survey was open to People's Panel members, and non-members, aged 16+ across Hull and East Riding, during May and June 2021.

An electronic version of the survey was emailed to over 2,800 online People's Panel members. A non-member version of the survey was also made available through the Hull City Council website, partnership websites and promoted through social media.

Response Rate

Method	Count	%
Online – Member	**917**	**83%**
Online – Non Member	**142**	**13%**
Paper – Non Member	**46**	**4%**
Total	**1105**	

Local Authority Residence	Count	%
Hull	916	83%
East Riding	159	14%
Not Hull or East Riding	7	1%
No Postcode Provided	23	2%
Total	**1105**	

916 responses came from residents with a Hull postcode.

There are an estimated 206,892 residents of Hull aged 16 +.

This means that any figures reported for Hull have a confidence interval of 3.23% at a 99% confidence level (e.g. we are 99% certain that the actual result falls within +/-3.23 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 (916)**		**Hull Pop**	**Weighted Sample**
Gender	Male	437	47.7%	50.5%	49.8%
	Female	472	51.5%	49.5%	48.1%
	Other	7	0.8%	-	2.1%
LLTI (impairment or illness)	Yes	325	35.6%	23.3%	23.9%
	No	588	64.4%	76.7%	76.1%
Age group	16-34	84	9.3%	35.7%	34.0%
	35-44	82	9.0%	15.4%	16.0%
	45-54	161	17.8%	15.2%	15.8%
	55-64	228	25.1%	14.7%	15.1%
	65-74	261	28.8%	10.9%	11.2%
	75+	91	10.0%	8.2%	8.0%
Ethnic group	White British	857	94.4%	90.2%	89.6%
	BAME (Black, Asian and Minority Ethnicities)	51	5.6%	9.8%	10.4%

Responses are not weighted geographically. Ward level results are not produced because to do so requires a sample of approx.1000 *per ward*, for confidence intervals to be meaningful at ward level. However, the results at city level remain high, and within industry standards.

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, 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 disagree / be dissatisfied; with values closer to -2 suggesting they disagree more strongly / are more dissatisfied.

Conversely, positive Average Scores suggest that respondents are more likely to agree / be satisfied; with values closer to +2 suggesting they agree more strongly / are more satisfied.

Executive Summary

Vaccinations

Standard Vaccinations

Almost three quarters of respondents (73%) have had the MMR vaccination. The majority of respondents have also had the polio (63%) and TB / BCG (60%) vaccinations.

Just over half of respondents (55%) have had a flu vaccination and a third of respondents (34%) have had some kind of holiday vaccination.

Only 6% of respondents state that they have not had any of the standard vaccinations listed in the survey.

COVID Vaccination

In total 84% of respondents have either had both COVID vaccines (53%), their first COVID vaccine (24%) or have their first vaccine booked and intend to have it (7%).

13% of respondents have not been called for their COVID vaccine yet.

Only 3% of respondents say that they have either been called for their COVID vaccine but don't intend to take it up (3%) or have had their first vaccine but won't be having their second (<1%).

Of the 78% of respondents who have had at least one COVID vaccination:

The majority (61%) have received the Oxford Astra Zeneca vaccine. Most of the remaining respondents (38%) have received the Pfizer vaccine.

77% of respondents who have had at least one COVID vaccine experienced a side effect. This was a similar percentage whether they received the Oxford Astra Zeneca vaccine (77%) or the Pfizer vaccine (79%). Overall, the most common side effect experienced was a sore arm (55%). This was followed by tiredness (37%), headache (29%), aches (28%), cold / flu like symptoms (26%) and high temperature / shivers (21%).

Respondents who received the Oxford Astra Zeneca vaccine are significantly more likely to have reported experiencing headache, cold / flu like symptoms, aches, high temperature / shivers and tiredness. However, respondents who received the Pfizer vaccine are significantly more likely to have reported experiencing a sore arm.

Of the 13% of respondents who have not been called for their vaccine yet:

Three quarters (75%) waiting to be called will definitely get their first vaccine when called.
18% of respondents state that have not decided yet whether they will get their first vaccine when called.

Only 7% say that they will definitely not get their first vaccine when called.

This means that, in total, approximately 8% of respondents have been called for their first vaccine and don’t intend to take it up, have had their first vaccine but don’t intend to have their second, are waiting to be called up but won’t have the vaccine when called, or are waiting to be called up but are unsure if they will have the vaccine when called.

Of the 8% of respondents who say they may not / will not take up the vaccine:

Over half of respondents say this is because they don’t feel the vaccine was tested thoroughly enough (54%) and because no-one knows the long term effects (52%).

A high proportion also stated that they didn’t like the sound of the side effects (28%) and that they were worried about having an allergic reaction (27%).

30% of respondents gave some ‘Other’ reason. These are typically respondents who stated they are either pregnant or have an auto immune illness and have been advised not to have the vaccine.

Holidays

Half of respondents (50%) are not planning on taking a holiday in 2021.

42% of respondents have booked or are planning to go somewhere in the UK and 12% of respondents have booked or plan to go somewhere abroad; with most of these (9%) having booked or planning to go somewhere that is currently on the amber list.

Overall, more than three quarters (80%) of respondents who have booked or are planning to go on holiday state that if they were advised not to travel to their destination then they would either definitely (55%) or probably (25%) change their plans. Conversely, 20% state that if they were advised not to travel to their destination then they would either definitely not (5%) or probably not (15%) change their plans.

Respondents who have booked or are planning a holiday in the UK are significantly more likely to say that they definitely would change their plans (60%) if they were advised not to travel to their destination. Conversely respondents who have booked or are planning a holiday abroad are significantly less likely to say that they definitely would change their plans (37%) if they were advised not to travel to their destination.

The High Street

Nearly half of respondents (48%) believe that the change being experienced on Britain’s high streets will have a negative effect on the economy as a whole.

A further 42% believe that the traditional city centre (with shops, leisure, visitor attractions etc.) has gone for good. However, over a third (39%) agree that things change – and that this change is just the way of things.

Computer Games

Respondents are almost equally split between those who do play video / computer games (52%) and those who do not (48%). Those who do play video games range from the "causal gamer" playing for 1 – 2 hours a week (20%) to the "serious gamer" playing for 6 + hours a week (14%).

Of the 52% of respondents who do play video / computer games:

Respondents who do play video / computer games play across various devices. Over two thirds (68%) play video / computer games on their mobile phone or tablet, and over a third play video / computer games on a console (39%) or on a computer (37%).

The significant majority of respondents (60%) play puzzle games e.g. Candy Crush etc. Other popular genres include action / first person shooter games (25%), simulation games (24%) and role playing games (21%). The least popular genres are racing games (8%), exercise games (8%), horror games (8%) and idle games (6%).

Respondents who play video / computer games on a mobile phone or tablet are significantly more likely to play puzzle games but significantly less likely to play role playing games (RPGs) or horror games.

Respondents who play video / computer games on a console are significantly more likely to play almost all genres of games with the exception of puzzle games and "Other" games.

Respondents who play video / computer games on a computer are significantly more likely to play simulation games, strategy / turn based / real time games and horror games.

Lifting Lockdown Restrictions

When restrictions were lifted, 56% of respondents hugged either a family member (37%) or a friend (19%). However, 42% of respondents stated that they either did not hug any one (22%) or that they are not a hugger (20%).

Respondents are most looking forward to eating out (71%) and seeing friends and family indoors (69%). A high proportion are also looking forward to going on holiday (56%), sitting in a pub (40%) and unrestricted shopping (38%).

Respondents are least looking forward to going to the gym / doing sports (22%) and going back to work (11%).

When presented with a list of typical lockdown activities; over two thirds of respondents (69%) have done at least one of the activities listed for the first time in the last year.

The largest proportion of respondents (31%) binge watched TV shows in the last years. A high proportion of respondents also baked / cooked something they had not done before (26%), subscribed to a new streaming service (21%) and / or started online quizzing over video chat (17%).

Nearly half of respondents (44%) wish they had spent more time during lockdown being healthier / exercising more. A third (32%) wish they had spent more time losing weight.

A high proportion of respondents also wish they had done more decoration / DIY / gardening (27%), spent more time learning a language / instrument / skill (24%) and / or spent more time reading (24%).

21% of respondents state that they don't wish they had done any of the activities listed in the survey during lockdown.

<u>Would You Rather</u>

Respondents showed a significant preference for:

- Health (77%) over money (4%)
- Face to face (80%) over a phone call (10%)
- Growing their own veg (59%) over making their own clothes (14%)
- Lego (57%) over Meccano (14%)
- Having £50 to give to someone else (54%) over finding £20 to keep for themselves (21%)
- Eating only spicy food for a month (53%) over eating only bland food for a month (23%)
- Driving everywhere but having to spend 20 minutes in traffic jams every journey (49%) over getting the bus everywhere but having to stop at every bus stop on the journey (22%)
- Dogs (48%) over cats (25%)
- Crosswords (43%) over word searches (33%)
- Lots of friends (39%) over lots of money (30%)
- Text messages (45%) over phone calls (39%)

Respondents showed no significant preference between:

- Having a big house with a small garden (34%) and having a small house with a big garden (34%)
- Becoming vegan for the rest of their life (34%) and never driving again (32%)
- Playdoh (32%) and Plasticine (29%)
- Chess (39%) and draughts / checkers (35%)

Vaccinations

Q. Have you had any of the following standard vaccinations?

MMR	73%
Polio	63%
TB (BCG)	60%
Flu	55%
Holiday Vaccinations	34%
Don't Know	10%
None of These	6%

- Almost three quarters of respondents (73%) have had the MMR vaccination.
- The majority of respondents have also had the polio (63%) and TB / BCG (60%) vaccinations.
- Just over half of respondents (55%) have had a flu vaccination.
- A third of respondents (34%) have had some kind of holiday vaccination.
- Only 6% of respondents state that they have not had any of the standard vaccinations listed.

Q. Which of the following best describes you?

I have not been called for the COVID vaccine yet	13%
I have been called for a COVID vaccine and don't intend to take it up	3%
I have had the first COVID vaccine	24%
I have had both COVID vaccines	53%
I have had the first vaccine, but won't go for the second	<1%
I have my first vaccine booked	7%

- In total 84% of respondents have either had both COVID vaccines (53%), their first COVID vaccine (24%) or have their first vaccine booked (7%).
- 13% of respondents have not been called for their COVID vaccine yet.
- Only 3% of respondents say that they have either been called for their COVID vaccine but don't intend to take it up (3%) or have had their first vaccine but won't be having their second (<1%).

Of the 78% of respondents who have had at least one COVID vaccination:

Q. What vaccine did you have?

Oxford Astra Zeneca	61%
BioNTech / Pfizer	38%
Moderna	0%
Other	<1%
Not Sure	<1%

- The majority of respondents (61%) who have had a COVID vaccine have received the Oxford Astra Zeneca vaccine.
- Most of the remaining respondents (38%) have received the Pfizer vaccine.

Q. Did you have any side effects?

	Total	Oxford Astra Zeneca	Pfizer
No Side Effects	**23%**	23%	21%
Sore arm	**55%**	48%	68%
Tiredness	**37%**	42%	29%
Headache	**29%**	32%	22%
Aches	**28%**	32%	21%
Cold / flu like symptoms	**26%**	33%	15%
High temperature / shivers	**21%**	29%	9%
Nausea / vomiting	**7%**	7%	5%
Other	**4%**	4%	5%

- 77% of respondents who have had at least one COVID vaccine experienced a side effect.
- This was a similar percentage whether they received the Oxford Astra Zeneca vaccine (77%) or the Pfizer vaccine (79%),
- Overall, the most common side effect experienced was a sore arm (55%).
- This was followed by tiredness (37%), headache (29%), aches (28%), cold / flu like symptoms (26%) and high temperature / shivers (21%).

- Respondents who received the Oxford Astra Zeneca vaccine are significantly more likely to have reported experiencing headache, cold / flu like symptoms, aches, high temperature / shivers and tiredness.
- However, respondents who received the Pfizer vaccine are significantly more likely to have reported experiencing a sore arm.

Of the 13% of respondents who have not been called for a vaccine yet:

Q. Which of the following best describes you?

I will definitely get it	75%
I may not get it – I haven't decided yet	18%
I definitely won't get it	7%

- Three quarters of those respondents (75%) waiting to be called for their first vaccine will definitely get it when called.
- Only 7% say that they will definitely not get their first vaccine when called.
- 18% of respondents state that have not decided yet whether they will get their first vaccine when called.

- **This means that, in total, approximately 8% of respondents have been called for their first vaccine and don't intend to take it up, have had their first vaccine but don't intend to have their second, are waiting to be called up but won't have the vaccine when called, or are waiting to be called up but are unsure if they will have the vaccine when called.**

Of the 8% of respondents who say they may not / will not take up the vaccine:

Q. Can you tell us why?

Don't feel it was tested thoroughly enough	54%
No-one knows the long-term effects	52%
Other	30%
Don't like the sound of the side-effects	28%
Worried about an allergic reaction	27%
I have had COVID	20%
It is just about profit for gov / big pharma	17%
Have a needle phobia / medical phobia	15%
I am concerned that it will cause infertility	14%
The different strains make it ineffective	12%
COVID isn't serious enough to need it	11%
Don't see the point	11%
Don't agree with vaccinations	8%
I have a condition that means I can't have it	8%
Most other people will get it so I don't have to	4%

- Over half of respondents who state they may not / will not take up the vaccine say this is because they don’t feel the vaccine was tested thoroughly enough (54%) and because no-one knows the long term effects (52%).
- A high proportion also stated that they didn’t like the sound of the side effects (28%) and that they were worried about having an allergic reaction (27%).

- Note that 30% of respondents who state they may not / will not take up the vaccine gave some ‘Other’ reason. These are typically respondents who stated they are either pregnant or have an auto immune illness and have been advised not to have it.

Holidays

Q. Have you booked a holiday for this year (2021)?

I have booked or plan to go somewhere in the UK	42%
I have booked or plan to go somewhere abroad that is currently on the green list	2%
I have booked or plan to go somewhere abroad that is currently on the amber list	9%
I have booked or plan to go somewhere abroad that is currently on the red list	1%
Not planning a holiday	50%

- Half of respondents (50%) are not planning on taking a holiday in 2021.
- 42% of respondents have booked or are planning to go somewhere in the UK.
- 12% of respondents have booked or plan to go somewhere abroad; with most of these (9%) having booked or planning to go somewhere that is currently on the amber list.

Of the 50% of respondents who have booked or plan to take a holiday either in the UK or abroad:

Q. If your destination remains or becomes a place that you are advised not to travel to, will you change your plans or not? Even if it means spending time in quarantine at your own cost, or having to pay for COVID tests?

	Total	Holidays in UK	Holidays Abroad
Yes – definitely change my plans	**55%**	60%	37%
Yes – probably change my plans	**25%**	22%	35%
No – probably not change my plans	**15%**	14%	18%
No – definitely not change my plans	**5%**	4%	10%

- Overall, more than three quarters (80%) of respondents who have booked or are planning to go on holiday state that if they were advised not to travel to their destination then they would either definitely (55%) or probably (25%) change their plans.
- Conversely, 20% state that if they were advised not to travel to their destination then they would either definitely not (5%) or probably not (15%) change their plans.

- Note that respondents who have booked or are planning a holiday in the UK are significantly more likely to say that they definitely would change their plans (60%) if they were advised not to travel to their destination.
- Conversely respondents who have booked or are planning a holiday abroad are significantly less likely to say that they definitely would change their plans (37%) if they were advised not to travel to their destination.

The High Street

Q. Lockdown and online retail have affected Britain's high streets, with some of the biggest high street names closing or moving away.

Which of the following describes your view?

It will have a negative effect on the economy as a whole	48%
The traditional city centre (with shops, leisure, visitor attractions etc.) has gone for good	42%
Things change - it is just the way of things	39%
There will be space for visitor attractions and green space	23%
It means that new businesses can get a foothold	22%
City centres should become more residential	18%
It doesn't matter if shops close - buildings can be converted to other uses	14%
Local neighbourhoods will benefit	11%

- Nearly half of respondents (48%) believe that the change being experienced on Britain's high streets will have a negative effect on the economy as a whole.
- A further 42% believe that the traditional city centre (with shops, leisure, visitor attractions etc.) has gone for good.
- However, over a third (39%) agree that things change – and that this change is just the way of things.

Computer Games

Q. In a typical week how often do you spend playing video / computer games?

0 Hours	48%
1 – 2 Hours	20%
3 – 5 Hours	14%
5 – 6 Hours	4%
6 + Hours	14%

- Respondents are almost equally split between those who do play video / computer games (52%) and those who do not (48%).
- Those who do play video games range from the "causal gamer" playing for 1 – 2 hours a week (20%) to the "serious gamer" playing for 6 + hours a week (14%).

Of the 52% of respondents who do play video / computer games

Q. What devices do you play games on?

Mobile phone / tablet	68%
Console (e.g. Xbox, PlayStation)	39%
Computer	37%

- Respondents who do play video / computer games play across various devices.
- Over two thirds (68%) play video / computer games on their mobile phone or tablet.
- Over a third play video / computer games on a console (39%) or on a computer (37%).

Q. What genre of games do you play?

	Total	Mobile / Tablet	Console	Computer
Puzzle	**60%**	71%	48%	58%
Action / first person shooters	**25%**	21%	54%	29%
Simulation	**24%**	22%	36%	37%
Role Playing Games (RPG)	**21%**	15%	43%	28%
Platformers / side scrolling gamers	**15%**	15%	37%	17%
Strategy / turn-based / real time	**15%**	13%	24%	28%
Other	**14%**	15%	5%	18%
Sports games	**13%**	13%	22%	8%
Racing games	**8%**	9%	21%	7%
Exercise	**8%**	10%	17%	10%
Horror	**8%**	3%	20%	15%
Idle games	**6%**	7%	7%	9%

- The significant majority of respondents (60%) who do play video / computer games play puzzle games e.g. Candy Crush etc.
- Other popular genres include action / first person shooter games (25%), simulation games (24%) and role playing games (21%).
- The least popular genres are racing games (8%), exercise games (8%), horror games (8%) and idle games (6%).

- Respondents who play video / computer games on a mobile phone or tablet are significantly more likely to play puzzle games but significantly less likely to play role playing games (RPGs) or horror games.
- Respondents who play video / computer games on a console are significantly more likely to play almost all genres of games with the exception of puzzle games and “Other” games.
- Respondents who play video / computer games on a computer are significantly more likely to play simulation games, strategy / turn based / real time games and horror games.

Lifting Lockdown Restrictions

Q. Who did you hug when restrictions were lifted?

Family member	37%
No one	22%
I'm not a hugger	20%
Friend(s)	19%
Other	2%

- When restrictions were lifted, 56% of respondents hugged either a family member (37%) or a friend (19%).
- However, 42% of respondents stated that they either did not hug any one (22%) or that they are not a hugger (20%).

Q. Which of the following things are you looking forward to doing again?

Eating out	71%
Seeing friends and family indoors	69%
Going on holiday	56%
Sitting in a pub	40%
Unrestricted shopping	38%
Going to the gym / doing sports	22%
Going back to work	11%
Other	10%

- Respondents are most looking forward to eating out (71%) and seeing friends and family indoors (69%).
- A high proportion are also looking forward to going on holiday (56%), sitting in a pub (40%) and unrestricted shopping (38%).
- Respondents are least looking forward to going to the gym / doing sports (22%) and going back to work (11%)

Q. Did you do any of the following for the first time over the last year?

Binge-watched TV shows	31%
None of these	31%
Baked / cooked something you have not done before	26%
Subscribed to a (new) streaming service, such as Netflix	21%
Started online quizzing over video chat	17%
Grew your own veg / fruit	12%
Started exercising	11%
Started baking / cooking	11%
Taken a course of study	9%
Got into gaming (video, computer etc.)	8%
Started doing puzzles, crosswords etc.	8%
Taken up on a project	7%
Made art (painting, ceramics, design etc.)	7%
Other	6%
Taken up bird-watching / wildlife	4%
Got a pet	3%

- Over two thirds of respondents (69%) did at least one of the activities listed for the first time in the last year.
- The largest proportion of respondents (31%) binge watched TV shows in the last year..
- A high proportion of respondents also baked / cooked something they had not done before (26%), subscribed to a new streaming service (21%) and / or started online quizzing over video chat (17%).

Q. Is there anything you wish you would have done with your free time during lockdown but have not?

Been healthier / exercised more	44%
Lost weight	32%
Done more decoration, DIY, or gardening	27%
Spent more time learning a language, instrument, or skill	24%
Spent more time reading	24%
None of these	21%
Spent more time outdoors	18%
Spent more time being productive	18%
Spent more time on self-care	16%
Spent more time being creative	15%
Spent more time on housework, cleaning, and other jobs	14%
Spent more time with family	10%
Written a book or novel	7%
Other	3%

- Nearly half of respondents (44%) wish they had spent more time during lockdown being healthier / exercising more.
- A third (32%) wish they had spent more time losing weight.
- A high proportion of respondents also wish they had done more decoration / DIY / gardening (27%), spent more time learning a language / instrument / skill (24%) and / or spent more time reading (24%).
- 21% of respondents state that they don't wish they had done any of the things listed during lockdown.

Would You Rather?

Q. Would you rather?

		Undecided		
Lots of money	30%	30%	39%	Lots of friends
Crossword	43%	24%	33%	Word search
Lego	57%	30%	14%	Meccano
Plasticine	29%	40%	32%	Playdoh
Draughts / checkers	35%	26%	39%	Chess
Cat	25%	27%	48%	Dog
Big house with a small garden	34%	32%	34%	Small house with a big garden
Grow my own veg	59%	27%	14%	Make my own clothes
Drive everywhere but have to spend 20 mins in traffic jams	49%	29%	22%	Bus everywhere but have to stop at every stop
Money	4%	19%	77%	Health
Eat spicy food for a month	53%	24%	23%	Eat bland food for a month
Become vegan for the rest of your life	34%	34%	32%	Never drive again
Find £20 to keep for yourself	21%	25%	54%	Have £50 you must give to someone else
Text message	45%	16%	39%	Phone call
Phone call	10%	11%	80%	Face to face

Respondents showed a significant preference for:

- Health (77%) over money (4%)
- Face to face (80%) over a phone call (10%)
- Growing their own veg (59%) over making their own clothes (14%)
- Lego (57%) over Meccano (14%)
- Having £50 to give to someone else (54%) over finding £20 to keep for themselves (21%)
- Eating only spicy food for a month (53%) over eating only bland food for a month (23%)
- Driving everywhere but having to spend 20 minutes in traffic jams every journey (49%) over getting the bus everywhere but having to stop at every bus stop on the journey (22%)
- Dogs (48%) over cats (25%)
- Crosswords (43%) over word searches (33%)
- Lots of friends (39%) over lots of money (30%)
- Text messages (45%) over phone calls (39%)

Respondents showed no significant preference between:

- Having a big house with a small garden (34%) and having a small house with a big garden (34%)
- Becoming vegan for the rest of their life (34%) and never driving again (32%)
- Playdoh (32%) and Plasticine (29%)
- Chess (39%) and draughts / checkers (35%)