



people's panel
making your voice count



People's Panel October 2021 VOX POP Analysis Report

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Introduction and Methodology

Introduction

This survey was conducted throughout October and November 2021.

Questions were designed to explore the social attitudes, opinions and behaviours of local people.

This survey asked about:

- Personal safety
- The safety of women and girls
- Shortages and price increases
- COVID: Life after lockdowns
- The next 007
- Would You Rather?
- Hull as a filming destination

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 October and November 2021.

An electronic version of the survey was emailed to over 3,500 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	975	86%
Online – Non-Member	158	14%
Total	1133	

Local Authority Residence	Count	%
Hull	925	82%
East Riding	155	14%
Not Hull or East Riding	5	<1%
No Postcode Provided	48	4%
Total	1133	

925 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 3.22% at a 99% confidence level (e.g. we are 99% certain that the actual result falls within +/-3.22 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 (925)		Hull Pop	Weighted Sample
Gender	Male (inc FTM)	418	45.2%	50.5%	47.9%
	Female (inc MTF)	502	54.3%	49.5%	51.2%
	Other / non-binary	4	0.4%	-	0.9%
LLTI (impairment or illness)	Yes	338	36.7%	23.3%	24.4%
	No	583	63.3%	76.7%	75.6%
Age group	16-34	81	8.9%	35.7%	33.2%
	35-44	86	9.4%	15.4%	16.0%
	45-54	181	19.8%	15.2%	15.9%
	55-64	234	25.6%	14.7%	15.4%
	65-74	254	27.8%	10.9%	11.3%
	75+	79	8.6%	8.2%	8.1%
Ethnic group	White British	878	96.2%	90.2%	91.4%
	BAME (Black, Asian and Minority Ethnicities inc White Other)	35	3.8%	9.8%	8.6%

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, confidence in the results at city level remains 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

Personal Safety

Respondents are most likely to feel unsafe when:

- Being alone somewhere deserted, away from the roads or people at night
- Going on a first date
- Going to a stranger's house alone, for example to pick up something they have bought
- Being alone somewhere busy at night

Compared to men, women are significantly more likely to feel unsafe in all the situations listed.

In particular, females are more likely than men to feel unsafe:

- Going on a first date
- Being alone somewhere deserted, away from the roads or people at night
- Being alone somewhere deserted, away from the roads or people during the day
- Getting a taxi alone

At least half of respondents have:

- Been insulted or shouted at by a stranger in a public place (55%)
- Had comments made about their appearance by a stranger (50%)

Over a third of respondents have also:

- Had someone persistently and unwantedly try talk to them (41%)
- Received sexual comments, innuendo or jokes from a stranger (37%)
- Received catcalling / wolf whistling in a public place (35%)
- Felt physically threatened by a stranger in a public place (34%)

Again, when compared to men, women are significantly more likely to have experienced all the behaviours listed except for being insulted or shouted at by a stranger in a public place. Men are significantly more likely to have experienced none of the behaviours listed.

In particular, females are more likely than men to have:

- Received catcalling / wolf whistling in a public place (+57%)
- Received sexual comments, innuendo or jokes from a stranger (+51%)
- Been touched or groped by a stranger in a public place (+40%)

The majority of respondents regularly do the following to feel safer when they are out alone:

- Are always aware of your surroundings / who else is around (68%)
- Avoid certain areas (66%)
- Avoid certain situations (60%)

A high proportion also:

- Inform others of your whereabouts / schedule (46%)
- Avoid being out at certain times (42%)
- Don't make eye contact with people you don't know (40%)
- Avoid or minimise interactions with people including crossing the road (36%)

Compared to men, women are significantly more likely to do all the things listed to feel safer when out alone. Men are significantly more likely to do none of the things listed.

In particular, females are more likely than men to:

- Inform others of your whereabouts / schedule (+46%)
- Try to make sure you are not alone (+40%)
- Avoid being out at certain times (+38%)
- Pretend to be on the phone (+34%)
- Have your phone ready to ring a particular number (+33%)

The Safety of Women and Girls

Clearly respondents think that the safety of women / girls is an issue.

81% of respondents rated the scale of this issue as either a 4 or 5 (out of 5); with over half (58%) giving this issue the highest rating possible.

Whilst it identified as an issue by both men and women; women identify it as a significantly bigger issue than men. 66% of women gave this issue the highest rating possible compared to just 49% of men.

The majority of respondents feel that the most effective ways to tackle the issue of safety for women and girls include:

- Tougher sentencing for sexual harassment, sexual assault and domestic violence (62%)
- Making schools teach boys about acceptable and respectful behaviour towards women (59%)
- Making the police take reports of sexual harassment more seriously (55%).

On average, over two thirds of respondents (69%) would challenge a male friend / relative if they saw or heard them exhibiting "inappropriate" behaviours towards women / girls. However, only a third of respondents (34%) would challenge a male stranger if they saw or heard them exhibiting these same behaviours towards women / girls.

Typically, respondents are least likely to challenge males catcalling / wolf whistling women / girls or making sexist comments / jokes. They are most likely to challenge males who are persistently and unwantedly talking to women / girls or making women / girls feel uncomfortable or unsafe.

On average, around a fifth of respondents (21%) would be unlikely to challenge any of these behaviours. The main reasons respondents give for being unlikely to challenge these behaviours focus on fear for their personal safety; and concerns that getting involved will result in retaliation, repercussions or backlash.

Just 3% of respondents do not think that any of these behaviours need challenging; most notably catcalling / wolf whistling women or girls. The main reasons respondents give for saying these behaviours do not need to be challenged focus on the respondent's beliefs that these behaviours are actually a compliment or banter, which women either enjoy or should ignore.

On average, around two thirds of respondents (64%) think that a male friend / relative would have the greatest impact challenging these behaviours. The remaining respondents are split between those who think that a female friend / relative (10%), the woman / girl involved (14%) or a stranger (11%) would have the greatest impact challenging these behaviours.

Note that the specific type of behaviour involved has little effect on who respondents think would have the greatest impact challenging these behaviours.

Shortages and Price Increases

Nearly three quarters of respondents think that the recent vehicle fuel problems were caused by people panic buying unnecessarily (74%) and by the media and their reporting (74%).

For nearly half of respondents (47%); the recent fuel problems have not made them consider alternative forms of transport / switching to an electric vehicle and they will continue to stick with their car. A minority of respondents have considered using alternative forms of transport including an electric vehicle (12%), cycle (12%), public transport (15%) and / or walking more (17%).

Almost three quarters of respondents (72%) are worried about the imminent increase in home fuel prices.

Half of respondents (50%) haven't started their Christmas shopping yet but aren't worried about empty shelves / shortages. A third of respondents (32%) have bought a few things but not everything. Only 14% of respondents haven't started shopping yet and are worried they might miss out.

COVID: Life After Lockdowns

The significant majority of respondents (93%) believe that they have personally done everything they reasonably could to protect the public from COVID-19.

The 7% of respondents who say they haven't done everything they reasonably could were asked to explain their response. Many of these answers focussed on people becoming more complacent as time has gone on, especially with regards to mask wearing, hand washing, social distancing etc. This seems to be particularly true since the lifting of compulsory restrictions.

Three quarters of respondents (75%) are still regularly wearing a mask in public places; including 34% who are wearing a mask everywhere and 41% who are wearing a mask specifically where it is required. A further 8% of respondents are wearing a mask in public places when they remember.

Only 18% of respondents are only rarely (9%) or never (9%) wearing a mask in public places.

Just under two thirds of respondents (64%) fully support the ideas of proof of vaccination / vaccination passports to access some places and services. However, a fifth of respondents (19%) do not support the ideas of proof of vaccination / vaccination passports at all.

17% of respondents support the idea in some circumstances. These respondents were asked to explain under what specific circumstances they supported the idea. The majority of these answers focussed on either travelling abroad or large public / crowded gatherings where attendance is voluntary (e.g. nightclubs, concerts, festivals, sports events).

The Next 007

On average, around a half of respondents (46%) do not care at all about the next 007.

Respondents are significantly more likely than average to be anti the next 007 being:

- A trans man or trans woman (60%)
- A woman (58%)
- Not British (58%)

Respondents are significantly more likely than average to be pro the next 007 being 'Not white' (59%)

Respondents were asked who they thought would make a great next 007. The top two answers given, by a significant margin, were Idris Elba (23%) and Tom Hardy (14%).

Would You Rather?

Respondents showed a significant preference for:

- Mayonnaise (54%) over salad cream (23%)
- Always spring (51%) over always autumn (25%)
- Sweaty feet (39%) over sweaty armpits (15%)
- Star in an action thriller (47%) over star in a romantic comedy (29%)

Respondents showed no significant preference between having details of your financial affairs made public (29%) and having details of your love life made public (27%)

Hull as a Filming Destination

Following the recent filming of Enola Holmes which took place in the Old Town and the Guildhall, respondents were asked about Hull as a go-to filming destination and whether this is a good thing. 79% of respondents provided an open text comment on this subject; and the most popular words used across all comments were "good", "thing", "yes" and "great".

Sentiment analysis suggests that the significant majority (83%) of all the comments left by respondents were classified as positive comments.

The most popular words used in positive comments were "love", "positive" and "benefits". Conversely, the most popular word used in negative comments were "bad", "disruption" and "bothered".

Personal Safety

Q. When you are in each of the following situations **on your own**, how often, if at all, would say you feel unsafe?

	1 – Never	2 – Rarely	3 – Sometimes	4 – Often	5 – Always	Average Score Out of 5
Being alone somewhere deserted, away from the roads or people at night	15%	22%	24%	17%	21%	3.08
Going on a first date	24%	22%	29%	15%	10%	2.65
Going to a stranger’s house by yourself, for example to pick up something you have bought	19%	30%	31%	11%	9%	2.60
Being alone somewhere busy at night	20%	30%	28%	14%	8%	2.60
Exercising or being in an outdoor space / going for a walk	14%	34%	34%	13%	4%	2.58
Being alone somewhere deserted, away from the roads or people during the day	24%	28%	26%	10%	12%	2.58
Getting a taxi alone	31%	24%	23%	16%	6%	2.43
At a bar / in a pub (for example waiting for a friend)	19%	38%	29%	10%	4%	2.41
Getting public transport alone	28%	32%	23%	11%	6%	2.35
Being alone somewhere busy during the day	38%	30%	18%	8%	6%	2.14
Driving your car alone	45%	27%	12%	6%	10%	2.09
Being in the house alone with a trades person	42%	29%	14%	11%	5%	2.08
Exercising at a gym by yourself	46%	25%	16%	5%	7%	2.02

- Respondents are **most** likely to feel **unsafe** when:
 - Being alone somewhere deserted, away from the roads or people at night
 - Going on a first date
 - Going to a stranger’s house alone, for example to pick up something they have bought
 - Being alone somewhere busy at night

- Conversely, respondents are **least** likely to feel **unsafe** when:
 - Being alone somewhere busy during the day
 - Driving their car alone
 - Being in the house alone with a trades person
 - Exercising at a gym by themselves

	Average Score		
	Overall	Men	Women
Being alone somewhere deserted, away from the roads or people at night	3.08	2.58	3.55
Going on a first date	2.65	2.08	3.07
Going to a stranger's house by yourself, for example to pick up something you have bought	2.60	2.23	2.93
Being alone somewhere busy at night	2.60	2.24	2.92
Exercising or being in an outdoor space / going for a walk	2.58	2.27	2.86
Being alone somewhere deserted, away from the roads or people during the day	2.58	2.12	3.03
Getting a taxi alone	2.43	1.99	2.82
At a bar / in a pub (for example waiting for a friend)	2.41	2.14	2.65
Getting public transport alone	2.35	2.06	2.62
Being alone somewhere busy during the day	2.14	1.92	2.34
Driving your car alone	2.09	1.91	2.29
Being in the house alone with a trades person	2.08	1.71	2.41
Exercising at a gym by yourself	2.02	1.81	2.17

- Men are most likely to feel unsafe:
 - Being alone somewhere deserted, away from the roads or people at night
 - Exercising or being in an outdoor space / going for a walk
 - Being alone somewhere busy during the day
 - At a bar / in a pub (for example waiting for a friend)

- Women are most likely to feel unsafe:
 - Being alone somewhere deserted, away from the roads or people at night
 - Going on a first date
 - Being alone somewhere deserted, away from the roads or people during the day
 - Going to a stranger's house alone, for example to pick up something they have bought

- **Compared to men, women are significantly more likely to feel unsafe in all the situations listed.**

- In particular, females are more likely than men to feel unsafe:
 - Going on a first date
 - Being alone somewhere deserted, away from the roads or people at night
 - Being alone somewhere deserted, away from the roads or people during the day
 - Getting a taxi alone

Q. Which of the following has happened to you?

Been insulted or shouted at by a stranger in a public place	55%
Had comments made about your appearance by a stranger	50%
Had someone persistently and unwantedly try talk to you	41%
Sexual comments, innuendo or jokes from a stranger	37%
Catcalling / wolf whistling in a public place	35%
Felt physically threatened by a stranger in a public place	34%
Felt that you were being followed in a public place	31%
Sexual comments, innuendo or jokes from a work colleague	30%
Been touched or groped by a stranger in a public place	26%
None of these	23%
Had someone react strongly and negatively to you rejecting their attempts at contact or conversation	23%
Been touched or groped by a work colleague	10%

- At least half of respondents have:
 - Been insulted or shouted at by a stranger in a public place (55%)
 - Had comments made about their appearance by a stranger (50%)
- Over a third of respondents have also:
 - Had someone persistently and unwantedly try talk to them (41%)
 - Received sexual comments, innuendo or jokes from a stranger (37%)
 - Received catcalling / wolf whistling in a public place (35%)
 - Felt physically threatened by a stranger in a public place (34%)
- Just under a quarter (23%) of respondents have not experienced any of these behaviours.

	Overall	Men	Women
Been insulted or shouted at by a stranger in a public place	55%	51%	57%
Had comments made about your appearance by a stranger	50%	33%	65%
Had someone persistently and unwantedly try talk to you	41%	28%	52%
Sexual comments, innuendo or jokes from a stranger	37%	17%	43%
Catcalling / wolf whistling in a public place	35%	6%	63%
Felt physically threatened by a stranger in a public place	34%	31%	37%
Felt that you were being followed in a public place	31%	17%	45%
Sexual comments, innuendo or jokes from a work colleague	30%	10%	61%
Been touched or groped by a stranger in a public place	26%	6%	46%
None of these	23%	33%	14%
Had someone react strongly and negatively to you rejecting their attempts at contact or conversation	23%	10%	34%
Been touched or groped by a work colleague	10%	6%	12%

- Men are most likely to have:
 - Been insulted or shouted at by a stranger in a public place (51%)
 - Experienced none of these (33%)
 - Had comments made about your appearance by a stranger (33%)
 - Felt physically threatened by a stranger in a public place (31%)

- Women are most likely to have:
 - Had comments made about your appearance by a stranger (65%)
 - Received catcalling / wolf whistling in a public place (63%)
 - Received sexual comments, innuendo or jokes from a stranger (61%)
 - Been insulted or shouted at by a stranger in a public place (57%)

- **Compared to men, women are significantly more likely to have experienced all the behaviours listed except for being insulted or shouted at by a stranger in a public place. Men are significantly more likely to have experienced none of the behaviours listed.**

- In particular, females are more likely than men to have:
 - Received catcalling / wolf whistling in a public place (+57%)
 - Received sexual comments, innuendo or jokes from a stranger (+51%)
 - Been touched or groped by a stranger in a public place (+40%)

Q. Do you regularly do any of the following things when you are out alone to make you feel safer?

Are always aware of your surroundings / who else is around	68%
Avoid certain areas	66%
Avoid certain situations	60%
Inform others of your whereabouts / schedule	46%
Avoid being out at certain times	42%
Don't make eye contact with people you don't know	40%
Avoid or minimise interactions with people including crossing the road	36%
Avoid walking places and instead use a car/ get a taxi or bus etc.	33%
Try to make sure you are not alone	32%
Avoid drinking too much	28%
Pretend to be on the phone	27%
Have an item to use as a weapon (e.g. keys, pepper spray)	26%
Have your phone ready to ring a particular number (friend, police etc.)	25%
Think about what you wear / dress a certain way	15%
None of these	11%
Carry an alarm	5%
Other	2%

- The majority of respondents regularly do the following to feel safer when they are out alone:
 - Are always aware of your surroundings / who else is around (68%)
 - Avoid certain areas (66%)
 - Avoid certain situations (60%)

- A high proportion also:
 - Inform others of your whereabouts / schedule (46%)
 - Avoid being out at certain times (42%)
 - Don't make eye contact with people you don't know (40%)
 - Avoid or minimise interactions with people including crossing the road (36%)
- Only 11% of respondents do none of these things to feel safer when they are out alone.

	Overall	Men	Women
Are always aware of your surroundings / who else is around	68%	56%	79%
Avoid certain areas	66%	50%	81%
Avoid certain situations	60%	49%	70%
Inform others of your whereabouts / schedule	46%	23%	68%
Avoid being out at certain times	42%	23%	61%
Don't make eye contact with people you don't know	40%	29%	51%
Avoid or minimise interactions with people including crossing the road	36%	21%	49%
Avoid walking places and instead use a car/ get a taxi or bus etc.	33%	18%	47%
Try to make sure you are not alone	32%	11%	51%
Avoid drinking too much	28%	18%	36%
Pretend to be on the phone	27%	9%	44%
Have an item to use as a weapon (e.g. keys, pepper spray)	26%	10%	40%
Have your phone ready to ring a particular number (friend, police etc.)	25%	8%	41%
Think about what you wear / dress a certain way	15%	4%	25%
None of these	11%	22%	2%
Carry an alarm	5%	1%	8%
Other	2%	1%	2%

- Men are most likely to:
 - Always be aware of your surroundings / who else is around (56%)
 - Avoid certain areas (50%)
 - Avoid certain situations (49%)
- Women are most likely to:
 - Avoid certain situations (81%)
 - Always be aware of your surroundings / who else is around (79%)
 - Avoid certain situations (70%)
 - Inform others of your whereabouts / schedule (68%)
 - Avoid being out at certain times (61%)
- **Compared to men, women are significantly more likely to do all the things listed to feel safer when out alone. Men are significantly more likely to do none of the things listed.**
- In particular, females are more likely than men to:
 - Inform others of your whereabouts / schedule (+46%)
 - Try to make sure you are not alone (+40%)
 - Avoid being out at certain times (+38%)
 - Pretend to be on the phone (+34%)
 - Have your phone ready to ring a particular number (+33%)

The Safety of Women and Girls

Q. How much of an issue do you think the safety of women / girls is?

	Overall	Men	Women
1 – Not at all an issue	1%	1%	<1%
2	5%	7%	3%
3	14%	19%	9%
4	23%	24%	22%
5 – A big issue	58%	49%	66%

- Clearly respondents think that the safety of women / girls is an issue.
- 81% of respondents rated the scale of this issue as either a 4 or 5 (out of 5); with over half (58%) giving this issue the highest rating possible.
- Whilst it is identified as an issue by both men and women; women identify it as a **significantly bigger issue** than men.
- 66% of women gave this issue the highest rating possible compared to just 49% of men.

Q. Which of these do you think would be most effective in tackling the issue of safety for women and girls?

Tougher sentencing for sexual harassment, sexual assault and domestic violence	62%
Making schools teach boys about acceptable and respectful behaviour towards women	59%
Making the police take reports of sexual harassment more seriously	55%
If men did more to criticise other men for bad behaviour they displayed to women	40%
Police prioritising reports of harassment of women and girls	37%
More victim support to encourage women to report crimes committed against them	33%
More resources for investigating and prosecuting crimes against women	32%
More CCTV cameras in public places	25%
A government campaign telling men what is and is not acceptable behaviour towards women	22%
Better lit streets	22%
Free self-defence classes for women and girls	21%
Having undercover police officers in bars, clubs and popular night spots	20%
Better education for women on how to stay safe	18%
Other	6%

- The majority of respondents feel that the most effective ways to tackle the issue of safety for women and girls include:
 - Tougher sentencing for sexual harassment, sexual assault and domestic violence (62%)
 - Making schools teach boys about acceptable and respectful behaviour towards women (59%)
 - Making the police take reports of sexual harassment more seriously (55%)

	Overall	Men	Women
Tougher sentencing for sexual harassment, sexual assault and domestic violence	62%	60%	65%
Making schools teach boys about acceptable and respectful behaviour towards women	59%	55%	63%
Making the police take reports of sexual harassment more seriously	55%	56%	54%
If men did more to criticise other men for bad behaviour they displayed to women	40%	38%	42%
Police prioritising reports of harassment of women and girls	37%	38%	35%
More victim support to encourage women to report crimes committed against them	33%	36%	31%
More resources for investigating and prosecuting crimes against women	32%	29%	35%
More CCTV cameras in public places	25%	23%	29%
A government campaign telling men what is and is not acceptable behaviour towards women	22%	18%	25%
Better lit streets	22%	24%	21%
Free self-defence classes for women and girls	21%	14%	27%
Having undercover police officers in bars, clubs and popular night spots	20%	22%	19%
Better education for women on how to stay safe	18%	19%	17%
Other	6%	5%	7%

- Men are most likely to feel that the most effective ways to tackle the issue of safety for women and girls include:
 - Tougher sentencing for sexual harassment, sexual assault and domestic violence (60%)
 - Making the police take reports of sexual harassment more seriously (56%)
 - Making schools teach boys about acceptable and respectful behaviour towards women (55%)
- Women are most likely to feel that the most effective ways to tackle the issue of safety for women and girls include:
 - Tougher sentencing for sexual harassment, sexual assault and domestic violence (65%)
 - Making schools teach boys about acceptable and respectful behaviour towards women (63%)
 - Making the police take reports of sexual harassment more seriously (54%)
 - If men did more to criticise other men for bad behaviour they displayed to women (42%)
- Females are significantly more likely than men feel that the most effective ways to tackle the issue of safety for women and girls include:
 - Free self-defence classes for women and girls (+14%)
 - Making schools teach boys about acceptable and respectful behaviour towards women (+8%)
 - A government campaign telling men what is and is not acceptable behaviour towards women (+8%)
 - More CCTV cameras (+6%)

Q. Would you challenge any of the following men, if you saw or heard them exhibit these behaviours towards women / girls?

	Male friend / relative	Male stranger	Unlikely to challenge	Doesn't need to be challenged
Catcalling / wolf whistling	62%	17%	28%	7%
Making sexist comments / jokes	70%	27%	22%	4%
Making sexual comments	69%	31%	22%	2%
Persistently and unwantedly talking to	70%	46%	17%	1%
Making feel uncomfortable or unsafe	73%	50%	14%	1%
Average	69%	34%	21%	3%

- On average, over two thirds of respondents (69%) would challenge a male friend / relative if they saw or heard them exhibiting these behaviours towards women / girls.
- However, respondents are significantly less likely than average to challenge a male friend / relative for catcalling / wolf whistling women / girls (62%) than for any of the other behaviours listed.
- On average, around a third of respondents (34%) would challenge a male stranger if they saw or heard them exhibiting these behaviours towards women / girls.
- In this case, respondents are significantly less likely than average to challenge a male stranger for catcalling / wolf whistling women / girls (17%) or for making sexist comments / jokes (27%).
- However, they are significantly more likely than average to challenge a male stranger for persistently and unwantedly talking to women / girls (46%) or for making women / girls feel uncomfortable or unsafe (50%).
- On average, around a fifth of respondents (21%) would be unlikely to challenge any of these behaviours.
- Respondents are significantly more likely than average to say they are unlikely to challenge a male catcalling / wolf whistling women / girls (28%).
- However, they are significantly less likely than average to say they are unlikely to challenge a male who was persistently and unwantedly talking to women / girls (17%) or making women / girls feel uncomfortable or unsafe (14%).
- The main reasons respondents give for being unlikely to challenge these behaviours focus on fear for their personal safety; and concerns that getting involved will result in retaliation, repercussions or backlash.
- Finally, on average just 3% of respondents do not think that any of these behaviours need challenging.
- Respondents are significantly more likely than average to say a male catcalling / wolf whistling women or girls doesn't need challenging (7%).
- However, they are significantly less likely than average to say that a male who was persistently and unwantedly talking to women / girls (1%) or making women / girls feel uncomfortable or unsafe (1%) doesn't need challenging.
- The main reasons respondents give for saying these behaviours do not need to be challenged focus on the respondent's beliefs that some behaviours, specifically wolf whistling, are actually a compliment or banter, which women either enjoy or should ignore.

Men:

	Male friend / relative	Male stranger	Unlikely to challenge	Doesn't need to be challenged
Catcalling / wolf whistling	56%	14%	30%	10%
Making sexist comments / jokes	62%	22%	25%	7%
Making sexual comments	61%	28%	26%	3%
Persistently and unwantedly talking to	65%	44%	18%	2%
Making feel uncomfortable or unsafe	70%	52%	14%	1%
Average	63%	32%	23%	5%

Women:

	Male friend / relative	Male stranger	Unlikely to challenge	Doesn't need to be challenged
Catcalling / wolf whistling	67%	19%	27%	4%
Making sexist comments / jokes	77%	32%	19%	1%
Making sexual comments	76%	34%	19%	0%
Persistently and unwantedly talking to	74%	47%	16%	1%
Making feel uncomfortable or unsafe	77%	48%	15%	0%
Average	74%	36%	19%	1%

The trends described previously are true of both men and women. In both cases they are:

- More likely to challenge a male friend / relative than a male stranger.
- Less likely to challenge catcalling / wolf whistling.
- More likely to challenge a male who was persistently and unwantedly talking to women / girls or making women / girls feel uncomfortable or unsafe.

However:

- Women are significantly more likely than men to challenge a male friend / relative for all the behaviours listed.
- Women are significantly more likely than men to challenge a male stranger for catcalling / wolf whistling or for making sexist comments / jokes.
- Men are significantly more likely than women to say that they are unlikely to challenge a male making sexist comments / jokes or making sexual comments.
- Men are significantly more likely than women to say that a male catcalling / wolf whistling, making sexist comments / jokes or making sexual comments doesn't need to be challenged.

Q. When any of the following behaviours occur, who do you think would have the greatest impact by challenging them?

	Male friend / relative	Female friend / relative	The woman / girl involved	Stranger
Catcalling / wolf whistling	65%	10%	16%	10%
Making sexist comments / jokes	64%	11%	14%	11%
Making sexual comments	66%	11%	13%	11%
Persistently and unwantedly talking to	63%	10%	15%	12%
Making feel uncomfortable or unsafe	64%	10%	13%	13%
Average	64%	10%	14%	11%

- On average, around two thirds of respondents (64%) think that a male friend / relative would have the greatest impact challenging these behaviours.
- The remaining respondents are split between those who think that a female friend / relative (10%), the woman / girl involved (14%) or a stranger (11%) would have the greatest impact challenging these behaviours.
- Note that the specific type of behaviour involved has little effect on who respondents think would have the greatest impact challenging these behaviours.

Men:

	Male friend / relative	Female friend / relative	The woman / girl involved	Stranger
Catcalling / wolf whistling	63%	11%	16%	10%
Making sexist comments / jokes	59%	15%	14%	12%
Making sexual comments	63%	14%	12%	12%
Persistently and unwantedly talking to	62%	12%	15%	11%
Making feel uncomfortable or unsafe	63%	13%	12%	12%
Average	62%	13%	14%	11%

Women:

	Male friend / relative	Female friend / relative	The woman / girl involved	Stranger
Catcalling / wolf whistling	63%	8%	15%	10%
Making sexist comments / jokes	68%	8%	14%	10%
Making sexual comments	69%	9%	13%	10%
Persistently and unwantedly talking to	64%	8%	15%	13%
Making feel uncomfortable or unsafe	66%	8%	13%	13%
Average	66%	8%	14%	11%

- Women are significantly more likely than men to feel that when challenging a male making sexist comments / jokes, a male friend / relative would have the greatest impact.
- Like women, the majority of men believe that a male friend / relative would have the greatest impact challenging these behaviours. However, this figure is typically lower for men than it is for women, because men are significantly more likely than women to feel that a female friend / relative would instead have the greatest impact challenging these behaviours.

Shortages and Price Increases

Q. What do you think caused the recent vehicle fuel problems?

People panic buying unnecessarily	74%
The media and their reporting	74%
The Government	41%
Brexit	39%
The fuel companies	12%
COVID	12%
Other	4%

- Nearly three quarters of respondents think that the recent vehicle fuel problems were caused by people panic buying unnecessarily (74%) and by the media and their reporting (74%).

Q. Have the reported problems with fuel made you think about using alternative forms of transport or changing to an electric vehicle?

Yes - an electric car	12%
Yes - a cycle	12%
Yes - walking more	17%
Yes - using public transport	15%
Yes - a motorbike or moped	1%
No - I'll stick with my car	47%
Other	20%

- For nearly half of respondents (47%); the recent fuel problems have not made them consider alternative forms of transport / switching to an electric vehicle and they will continue to stick with their car.
- A minority of respondents have considered using alternative forms of transport including an electric vehicle (12%), cycle (12%), public transport (15%) and / or walking more (17%).
- 20% of respondents gave an 'Other' response; these typically focus on people who don't drive / own a car.

Q. How worried are you about the imminent increase in home fuel prices?

Worried	72%
Not worried	25%
Don't know about this	3%

- Almost three quarters of respondents (72%) are worried about the imminent increase in home fuel prices.

Q. Have you started your Christmas shopping yet, just in case the shelves are empty closer to the big day?

Yes, I have pretty much everything for Christmas	4%
Yes, I have bought a few things	32%
No, I haven't started but I am worried I might miss out	14%
No, I haven't started - it'll all be alright	50%

- Half of respondents (50%) haven't started their Christmas shopping yet but aren't worried about empty shelves / shortages.
- A third of respondents (32%) have bought a few things but not everything.
- Only 14% of respondents haven't started shopping yet and are worried they might miss out.

COVID: Life After Lockdowns

Q. Have you personally done everything you reasonably could to protect the public from COVID-19?

Yes, I think I have done everything I reasonably could	93%
No, I have not done everything I reasonable could, if I am being honest	7%

- The significant majority of respondents (93%) believe that they have personally done everything they reasonably could to protect the public from COVID-19.
- Those individuals who say they haven't done everything they reasonably could were asked to explain their response.
- Many of these answers focussed on people becoming more complacent as time has gone on, especially with regards to mask wearing, hand washing, social distancing etc. This seems to be particularly true since the lifting of compulsory restrictions.

Q. Are you still wearing a mask in public places?

Yes, everywhere	34%
Yes, when it is required	41%
Sometimes, when I remember	8%
Rarely	9%
Never	9%

- Three quarters of respondents (75%) are still regularly wearing a mask in public places; including 34% who are wearing a mask everywhere and 41% who are wearing a mask specifically where it is required.
- A further 8% of respondents are wearing a mask in public places when they remember.
- Only 18% of respondents are only rarely (9%) or never (9%) wearing a mask in public places.

Q. Do you support the idea of needing proof of vaccination to be able to access some places and services, such as travelling abroad, or going to an event?

Fully support	64%
Support in some circumstances	17%
Don't support at all	19%

- Just under two thirds of respondents (64%) fully support the idea of proof of vaccination / vaccination passports to access some places and services.
- However, a fifth of respondents (19%) do not support the idea of proof of vaccination / vaccination passports to access some places and services at all.
- A further 17% of respondents support the idea in some circumstances.
- These respondents were asked to explain under what specific circumstances they supported the idea.
- The majority of these answers focussed on either travelling abroad or large public / crowded gatherings where attendance is voluntary (e.g. nightclubs, concerts, festivals, sports events).

The Next 007

Q. The latest James Bond movie, the last of current Bond Daniel Craig, has finally been released.

How would you feel if the next 007 is?

% of respondents who don't care at all if the next 007 is:

A woman	40%
Not white	55%
Not British	44%
Not straight / not heterosexual	49%
A trans man or trans woman	44%
Disabled	46%
Average	46%

- On average, around a half of respondents (46%) do not care at all about the next 007.
- Respondents are significantly less opinionated than average about if the next 007 is not white and significantly more opinionated than average about if the next 007 is a trans man or trans woman.

Of those respondents with an opinion:

	No! Just no!	Meh! I wouldn't mind	Yeah! Let's do it!
A woman	58%	11%	30%
Not white	23%	18%	59%
Not British	58%	15%	27%
Not straight / not heterosexual	44%	18%	38%
A trans man or trans woman	60%	13%	27%
Disabled	51%	17%	33%

- Respondents are significantly more likely than average to be anti the next 007 being:
 - A trans man or trans woman (60%)
 - A woman (58%)
 - Not British (58%)
- Respondents are significantly more likely than average to be pro the next 007 being:
 - Not white (59%)
- Respondents' reactions to the next 007 being either not straight / not heterosexual or disabled are much more mixed.
- Whilst the majority of respondents with an opinion are anti these ideas; the proportion who support these ideas is also higher than average.

Q. Who do you think would make a great next 007?

- Respondents' left 345 open text comments suggesting 397 people to play the next 007.
- The top two answers given were Idris Elba (23%) and Tom Hardy (14%).
- Other popular answers included Me (5%), Henry Cavill (3%), Tom Hiddleston (3%), Regé-Jean Page (2%), James Norton (2%), Boris Johnson (2%), Jason Statham (2%), Benedict Cumberbatch (2%) and Jodie Comer (2%).

Would You Rather?

Q. Would you rather?

		Undecided		
Salad Cream	23%	23%	54%	Mayo
Always Spring	51%	24%	25%	Always Autumn
Sweaty Feet	39%	46%	15%	Sweaty Armpits
Star in a romantic comedy	29%	25%	47%	Star in an action thriller
Have your finances made public	29%	45%	27%	Have your love life made public

Respondents showed a significant preference for:

- Mayonnaise (54%) over salad cream (23%)
- Always spring (51%) over always autumn (25%)
- Sweaty feet (39%) over sweaty armpits (15%)
- Star in an action thriller (47%) over star in a romantic comedy (29%)

Respondents showed no significant preference between:

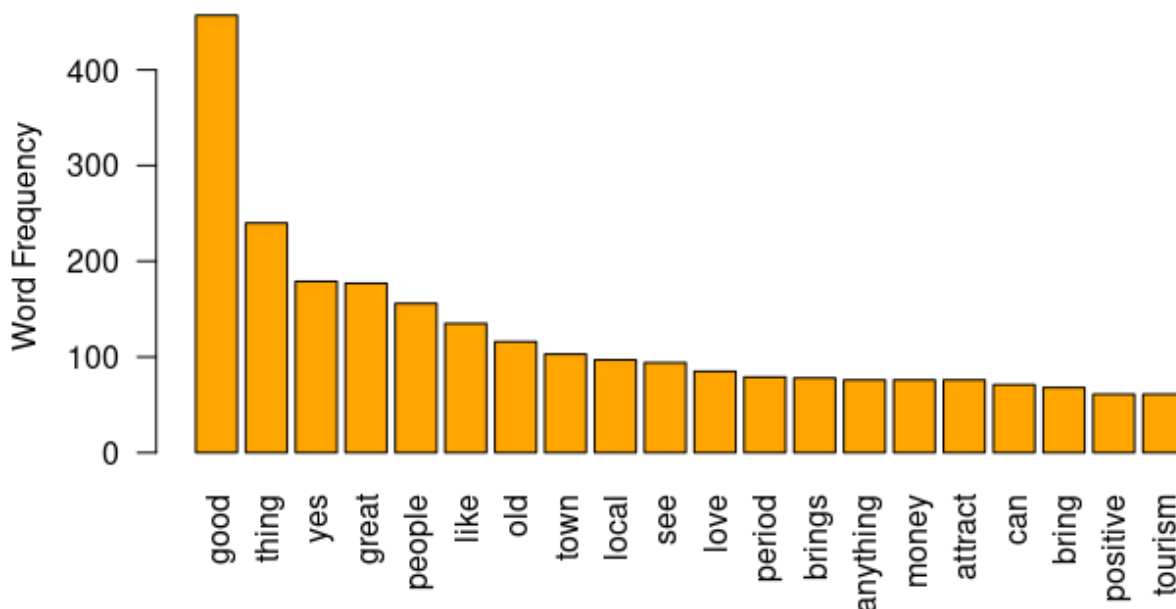
- Have details of your financial affairs made public (29%) and have details of your love life made public (27%)

Hull as a Filming Destination

Q. Hull is now a go-to filming destination - most recently the filming of Enola Holmes took place in the Old Town and the Guildhall. Do you think this is a good thing? Tell us what you think.

There were 730 open comments provided by respondents; therefore 79% of respondents provided additional comment.

Most Frequent Words



The most frequently used words in respondents' comments were "good", "thing", "yes" and "great".

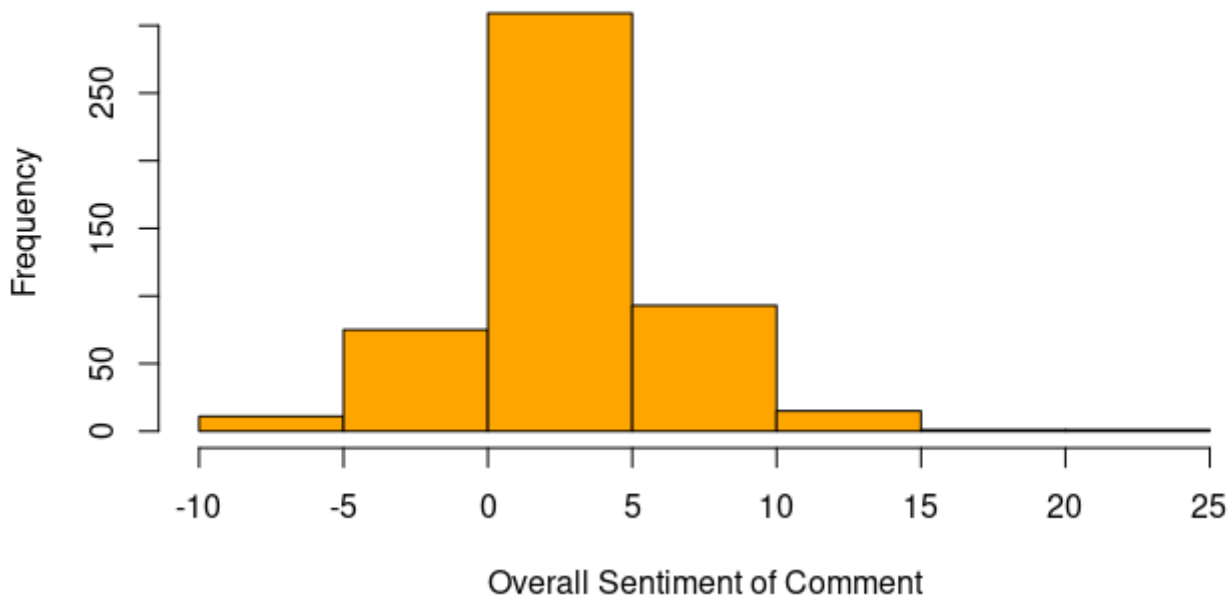
Sentiment Analysis

Sentiment analysis works by assigning over 3,500+ individual words a numeric value between -5 and +5 according to a predefined dictionary / lexicon.

- Negative words are given a score between -5 (usually extreme expletives) and -1 (e.g. noisy, pressure, rejects etc)
- Positive words are given a score between +1 (e.g. agree, competent, smart) and +5 (e.g. breath-taking, outstanding, superb etc.)

Each respondents comment is then given a "total score" based on the sum of the scores of its individual words.

Number of Comments by Overall Sentiment of Comment



We can simply classify any comment with a negative total score as a negative comment, and any comment with a positive total score as a positive comment:

Negative	14%
Neutral	3%
Positive	83%

- The significant majority (83%) of all the comments left by respondents were classified as positive comments.
- Only 14% of all the comments left by respondents were classified as negative comments.

With comments now classified as either positive or negative we can then create separate word lists / clouds for each:

Positive Comments



Top 10 Positive Words	
love	85
positive	61
benefits	55
beautiful	28
excellent	27
benefit	25
fantastic	22
nice	20
brilliant	20
encourage	18

Negative Comments



Top 10 Negative Words	
bad	17
disruption	14
bothered	11
negative	8
poor	6
inconvenience	6
crime	6
shame	5
lost	5
dump	4