People's Panel
December 2021 VOX POP
Analysis Report

Customer Insight
Economic Development and Regeneration
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Contents

Introduction and Methodology

Introduction

This survey was conducted between November 2021 and January 2022.

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

This survey asked about:

- COVID recovery
- Climate change
- Reducing your carbon footprint
- Food and food shopping
- Food waste
- Food oases, deserts and swamps
- Would you rather?
- Pride in Hull

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, November 2021 and January 2022.

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	**943**	**78%**
Online – Non-Member	**265**	**22%**
Total	**1208**	

Local Authority Residence	Count	%
Hull	950	79%
East Riding	211	17%
Not Hull or East Riding	10	1%
No Postcode Provided	37	3%
Total	**1208**	

950 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 3.17% at a 95% confidence level (e.g. we are 95% certain that the actual result falls within +/- 3.17 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 (150)**		**Hull Pop**	**Weighted Sample**
Gender	Male (inc FTM)	453	47.8%	50.5%	48.7%
	Female (inc MTF)	492	51.9%	49.5%	50.0%
	Other / non-binary	3	0.3%	-	1.3%
LLTI (impairment or illness)	Yes	323	34.1%	23.3%	24.4%
	No	623	65.9%	76.7%	75.6%
Age group	16-34	70	7.5%	35.7%	30.0%
	35-44	98	10.4%	15.4%	17.1%
	45-54	189	20.1%	15.2%	16.6%
	55-64	254	27.1%	14.7%	16.1%
	65-74	251	26.8%	10.9%	11.8%
	75+	76	8.1%	8.2%	8.4%
Ethnic group	White British	891	94.9%	90.2%	91.3%
	BAME (Black, Asian and Minority Ethnicities inc White Other)	48	5.1%	9.8%	8.7%

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

COVID Recovery

Over half (55%) of respondents feel that everything has returned either completely (18%) or somewhat (37%) to what normal felt like before the COVID pandemic.

Conversely, over a third (38%) of respondents feel that things have not really (9%) or not at all (29%) returned to what normal felt like before the COVID pandemic.

Climate Change

The majority of respondents (40%) feel that the COP26 climate talks could have achieved more but did OK. A quarter of respondents (25%) feel the talks were all “blah, blah, blah” and almost a fifth (18%) feel negative about the outcome. Only 5% of respondents feel very positive about the outcome of the talks.

Over three quarters of respondents (77%) would prioritise policies that tackle climate change, even if this means the economy recovers much more slowly. Conversely, less than a quarter of respondents (23%) would prioritise policies that provide the quickest possible economic recovery, even if they are not the best for, or focused on climate change.

Respondents are significantly more likely to prioritise government investment in climate change over investment in immigration / asylum, transport, defence / security and the economy. However, they are significantly more likely to prioritise government investment in crime, education and health instead of investment in climate change.

Reducing Your Carbon Footprint

Almost all respondents (91%) usually wash their clothes at either 30C degrees (47%) or 40C degrees (44%).

A high proportion of respondents (33%) have already changed their regular diet by becoming vegetarian at least some of the time. Respondents are also willing or very willing to try only eating food that has been produced in the UK (80%), only eating food that is in season (79%) and only eating food that is produced within 30 miles of where they live (72%).

Conversely respondents are not very willing to try or say they would never try becoming vegan at least some of the time (59%), becoming vegetarian all of the time (68%), eating food with insect ingredients (66%), becoming vegan all of the time (82%) and eating whole cooked insects (82%).

Respondents believe that the best ways to reduce their carbon footprint are to:

- Reduce the amount of plastic they buy
- Buy green energy
- Shift all car travel to cycling and walking
- Reduce food waste
- Shift all petrol / diesel car travel to electric

However, respondents significantly overestimate the positive impact of reducing the amount of plastic they buy; ranking it as the most impactful action when it is in fact the least. To a lesser degree they also overestimate the positive impact of reducing their food waste and buying green energy.

Conversely, respondents significantly underestimate the positive impact of having one less child than planned; ranking it as the 9th most impactful action when it is in fact the most. They also underestimate the positive impact of becoming vegan, taking one less return long-haul flight each year and shifting all car travel to public transport.

Food and Food Shopping

Over half of respondents (59%) call their main mid-day meal their lunch, while over a third (39%) of respondents call their main mid-day meal their dinner.

Over two thirds of respondents (68%) call their main evening meal their tea, while 29% of respondents call their main evening meal their dinner.

The majority of respondents live within a 15-minute walk of a shop that sells fresh fruit and vegetables at an affordable price (75%), a shop that sells fresh meat and fish at an affordable price (66%) or a shop that specialises in frozen food that sells food an affordable price (66%).

Nearly three quarters of respondents (72%) live within a 15-minute walk of a local version of a supermarket (e.g. Sainsbury Local) and over half of respondents (52%) also live within a 15-minute walk of a large supermarket (e.g. Tesco).

Almost all respondents (93%) live within a 15-minute walk of at least two takeaway food shops. In fact, 70% of respondents live within a 15-minute walk of five or more takeaway food shops, and almost half of respondents (48%) live within a 15-minute walk of eight or more takeaway food shops.

Respondents are most likely to get their food from a large supermarket (67% use one once a week or more often), a budget supermarket (47% use one once a week or more often), a small supermarket (39% use once a week or more often) or a takeaway (31% use one once a week or more often).

They are least likely to get their food from a foodbank (99% use one monthly or less often), a community food shop / project (99% use one monthly or less often), a cash and carry (99% use one monthly or less often), a farmers market / farm shop (98% use one monthly or less often) or their own allotment / garden (93% use one monthly or less often).

Unsurprisingly, respondents would find it easiest to get from home to the nearest supermarket or shop that sells fresh meat, fruit and vegetables at an affordable price, using a car (89% of respondents would find it easy or very easy to do so) .The majority of respondents would also find it easy or very easy to get from home to the nearest supermarket or shop that sells fresh meat, fruit and vegetables at an affordable price, both by foot / mobility scooter and by bike (68% and 69% respectively). Respondents would find it most difficult to get from home to the nearest supermarket or shop that sells fresh meat, fruit and vegetables at an affordable price, using public transport (56% of respondents would find it easy or very easy to do so).

Food Waste

Over a third of respondents (37%) say that they do not produce any food waste or that they compost all their food waste. This therefore means that 63% of respondents produce some kind of food waste.

29% of respondents say they produce food waste because they throw food away when it reaches its use-by date. Nearly a quarter say they produce food waste because they often misjudge how much food they need to buy or prepare. Other notable reasons for producing food waste include respondents finding it difficult to buy just the amount of food they need (19%), respondents often being not sure what to do with leftovers (13%) and respondents finding it cheaper, or at least not more expensive, to buy more food than they need (13%).

Around half of respondents (53%) plan their meals in advance before they shop for food. 37% of respondents buy different food from different shops (e.g. butcher, greengrocers etc.) and 37% of respondents buy locally produced food where possible. Around a fifth (21%) currently grow their own fruit / vegetables.

For nearly a third of respondents (31%) price is more important when they buy food, than where it was sourced / grown. Over a quarter (26%) would like to grow their own fruit / veg but do not have the space / don't know how. 17% of respondents don't find it easy to come up with recipe ideas for food that they have to hand and 12% of respondents are not confident to cook a meal from scratch using a variety of raw ingredients.

5% of respondents have gone hungry in the last 2 years because they couldn’t afford to buy food. 2% of respondents have also used a foodbank in the last 2 years and a third of respondents (32%) have given to a foodbank / made a food donation in the last 2 years.

Food Deserts, Oases and Swamps

The significant majority of respondents (83%) have not heard of a food desert, a food oasis or a food swamp. The term food desert is the more recognised (16%) than the terms food oasis (5%) or food swamp (4%).
When given the definition of each, nearly half of respondents (47%) think they live in a food oasis where there is easy access to affordable fresh food and a similar percentage (46%) think they live in a food swamp where there is easy access to lots of non-nutritious food; particularly lots of cheap take-aways. Just 14% of respondents think they live in a food desert where there is little or no access to affordable fresh food.

Would You Rather?

Respondents show a significant preference for:

- A shower (65%) over a bath (23%)
- Christmas (55%) over birthdays (20%)
- Poached egg (42%) over fried egg (30%)
- Fiction (41%) over non-fiction (34%)
- Rainy weather (39%) over windy weather (32%)

Pride in Hull

Over two thirds (65%) of respondents either agree (35%) or strongly agree (30%) that they are proud to live in or near Hull. Conversely, just 12% of respondents either disagree (8%) or strongly disagree (4%) that they are proud to live in or near Hull.

Since December 2017, when this question was last asked, there has been a significant decrease in those who agree they proud to live in or near Hull (from 78% to 65%); particularly amongst those who strongly agree with this statement (from 44% to 30%).
Instead there has been a notable increase in those who neither disagree or agree that they are proud to live in or near Hull (from 15% to 23%).

In fact, the current figures are much more in line with those seen in 2012 and 2014; and show a marked drop in pride (albeit mostly to neutral sentiment) after the increase in pride experienced during the 2017 City of Culture year.

COVID Recovery

Q. To what extent do you feel everything has returned to what normal felt like before the COVID crisis?

Completely returned to normal	18%
Somewhat returned to normal	37%
Not really returned to normal	9%
Not returned to normal at all	29%
Don’t know	7%

- Over half (55%) of respondents feel that everything has returned either completely (18%) or somewhat (37%) to normal.
- Conversely, over a third (38%) of respondents feel that things have not really (9%) or not at all (29%) returned to normal.

Climate Change

Q. The UK recently hosted the COP26 climate talks. How do you feel about them?

I feel negative about the outcome	18%
I felt they could have achieved more but did ok	40%
I feel very positive about the outcome	5%
It was all just "blah, blah, blah"	25%
Don't know about COP26	8%
Don't care about COP26	4%

- The majority of respondents (40%) feel that the talks could have achieved more but did OK.
- A quarter of respondents (25%) feel the talks were all “blah, blah, blah” and almost a fifth (18%) feel negative about the outcome.
- Only 5% of respondents feel very positive about the outcome of the talks.

Q. Which of the following do you think should be the priority?

Policies that provide the quickest possible economic recovery, even if they are not the best for, or focused on climate change	23%
Policies that prioritise tackling climate change, even if this means that the economy recovers much more slowly	77%

- Over three quarters of respondents (77%) would prioritise policies that tackle climate change, even if this means the economy recovers much more slowly.
- Conversely, less than a quarter of respondents (23%) would prioritise polices that provide the quickest possible economic recovery, even if they are not the best for, or focused on climate change.

Q. Thinking about each of the policy areas below, which would you rather was prioritised for investment by the government?

		Undecided		
Climate Change	48%	32%	20%	Immigration / Asylum
Climate Change	45%	35%	20%	Transport
Climate Change	40%	33%	28%	Defence / Security
Climate Change	41%	33%	26%	Economy
Climate Change	29%	43%	28%	Housing
Climate Change	28%	44%	28%	Welfare / Benefits
Climate Change	21%	37%	43%	Crime
Climate Change	11%	40%	49%	Education
Climate Change	9%	35%	57%	Health

- Respondents are significantly more likely to prioritise investment in climate change over investment in:
    - Immigration / Asylum
    - Transport
    - Defence / Security
    - Economy
- However, they are significantly more likely to prioritise investment in the following instead of investment in climate change:
    - Crime
    - Education
    - Health
- Respondents tend to be split when it comes to investing in climate change versus both housing and welfare / benefits.

Reducing Your Carbon Footprint

Q. At what temperature do you most frequently wash clothes?

20C degrees or less	3%
30C degrees	47%
40C degrees	44%
50C degrees	1%
60C degrees or more	1%
Don't know	4%

- Almost all respondents (91%) usually wash their clothes at either 30C degrees (47%) or 40C degrees (44%).

Q. The supply of food, and in particular eating less or no meat and dairy, is one of the main ways that we can help reduce our own carbon footprint and help reduce levels of carbon. How willing are you to make any of the following changes to your regular diet?

	1 – Not at all	2 – Not very	3 – Willing	4 – Very willing	5 – Already do this	**Average Score Out of 5**
Only eat food that has been produced in the UK	5%	9%	39%	41%	7%	3.35
Only eat food that is in season	6%	8%	42%	37%	8%	3.33
Become vegetarian, at least some of the time	20%	13%	24%	11%	33%	3.24
Only eat food that is produced within 30 miles of where you live	8%	17%	46%	26%	3%	2.99
Become vegan, at least some of the time	39%	20%	21%	7%	14%	2.37
Become vegetarian all of the time	42%	26%	16%	6%	11%	2.19
Eat food with insect ingredients	46%	20%	25%	9%	0%	1.97
Become vegan all of the time	59%	23%	11%	4%	2%	1.67
Eat whole cooked insects	58%	24%	13%	5%	0%	1.67

- A high proportion of respondents (33%) have already changed their regular diet by becoming vegetarian at least some of the time.

- Respondents are also willing or very willing to try

    - Only eating food that has been produced in the UK (80%)
    - Only eating food that is in season (79%)
    - Only eating food that is produced within 30 miles of where they live (72%)

- Conversely respondents are not very willing to try or say they would never try:

    - Becoming vegan at least some of the time (59%)
    - Becoming vegetarian all of the time (68%)
    - Eating food with insect ingredients (66%)
    - Becoming vegan all of the time (82%)
    - Eating whole cooked insects (82%)

Q. Which of the following actions people can take to reduce carbon emissions do you think makes the most impact, and which makes the least? By impact, we mean the number of tonnes of carbon that each action will reduce

	1 – Most Impact	2	3	4	5	6	7	8	9	10	11 – Least Impact
Shift all car travel to cycling and walking	18%	16%	13%	7%	5%	7%	6%	9%	9%	6%	5%
Buy green energy	12%	13%	11%	11%	14%	13%	9%	6%	5%	5%	2%
Reduce the amount of plastic you buy	19%	14%	11%	13%	11%	7%	6%	5%	4%	3%	6%
Shift all petrol / diesel car travel to electric	7%	12%	14%	9%	11%	10%	15%	8%	6%	4%	4%
Reduce food waste	7%	15%	14%	10%	10%	9%	8%	10%	8%	5%	4%
Make all lightbulbs to energy efficient	2%	5%	7%	10%	10%	10%	11%	12%	15%	8%	10%
Shift all car travel to public transport	3%	8%	11%	15%	8%	9%	7%	12%	13%	10%	3%
Dry clothes on a line instead of a dryer	3%	3%	7%	9%	9%	11%	11%	14%	12%	12%	7%
Becoming vegan	5%	4%	5%	6%	6%	7%	8%	7%	10%	18%	24%
Have one child less than planned	16%	4%	4%	5%	6%	5%	9%	8%	7%	14%	22%
One less return long-haul flight per year	12%	9%	7%	7%	10%	10%	9%	8%	8%	11%	8%

	Average Respondent Rank	Actual Rank	Difference
Reduce the amount of plastic you buy	1	11	+10
Buy green energy	2	5	3
Shift all car travel to cycling and walking	3	2	-1
Reduce food waste	4	8	4
Shift all petrol / diesel car travel to electric	5	7	2
One less return long-haul flight per year	6	3	-3
Shift all car travel to public transport	7	4	-3
Make all lightbulbs to energy efficient	8	10	2
Have one child less than planned	9	1	-8
Dry clothes on a line instead of a dryer	10	9	-1
Becoming vegan	11	6	-5

- Respondents believe that the best ways to reduce their carbon footprint are to:
  - Reduce the amount of plastic they buy
  - Buy green energy
  - Shift all car travel to cycling and walking
  - Reduce food waste
  - Shift all petrol / diesel car travel to electric

- Respondents significantly overestimate the positive impact of reducing the amount of plastic they buy; ranking it as the most impactful action when it is in fact the least.
- To a lesser degree they also overestimate the positive impact of reducing their food waste and buying green energy.

- Conversely, respondents significantly underestimate the positive impact of having one less child than planned; ranking it as the 9th most impactful action when it is in fact the most.
- They also underestimate the positive impact of becoming vegan, taking one less return long-haul flight each year and shifting all car travel to public transport.

Food and Food Shopping

Q. What do you call your main mid-day meal?

Lunch	59%
Dinner	39%
Other	2%

- Over half of respondents (59%) call their main mid-day meal their lunch.
- However, over a third (39%) of respondents call their main mid-day meal their dinner.

Q. And what do you call your main evening meal?

Dinner	29%
Tea	68%
Supper	2%
Don't have an evening meal	1%
Other	1%

- Over two thirds of respondents (68%)call their main evening meal their tea.
- However, 29% of respondents call their main evening meal their dinner.

Q. Are there any of the following within a 15-minute walk of your house?

Shop that sells fresh fruit and veg at an affordable price	75%
Shop that sells fresh meat and / or fish at an affordable price	66%
Shop that specialises in frozen foods that sells food at an affordable price	65%
Weigh and save / loose food shop that sells food at an affordable price	11%
Specialist health food shops that sell food at an affordable price	10%
Large supermarket (e.g. Tesco etc.) that sells food at an affordable price	52%
Local version of a supermarket (e.g. Sainsbury Local) that sells food at an affordable price	72%
Foodbank	15%
None of these	6%

- Three quarters of respondents (75%) live within a 15-minute walk of a shop that sells fresh fruit and vegetables at an affordable price.
- Two thirds of respondents (66%) live within a 15-minute walk of a shop that sells fresh meat and fish at an affordable price.
- Two thirds of respondents (65%) also live within a 15-minute walk of a shop that specialises in frozen food that sells food an affordable price.

- Nearly three quarters of respondents (72%) live within a 15-minute walk of a local version of a supermarket (e.g. Sainsbury Local) that sells food at an affordable price.
- Over half of respondents (52%) also live within a 15-minute walk of a large supermarket (e.g. Tesco) that sells food at an affordable price.

- Only 6% of respondents do not live within a 15-minute walk any of the places listed.

Q. How many takeaway food shops are there within a 15-minute walk of where you live? Please include sandwich shops and bakeries that also sell sandwiches, sausage rolls, pasties etc. If you are not sure, please give your best guess.

Zero	3%
One	5%
Two – Four	24%
Five – Seven	21%
Eight +	48%

- Almost all respondents (93%) live within a 15-minute walk of at least two takeaway food shops.
- In fact, 70% of respondents live within a 15-minute walk of five or more takeaway food shops, and almost half of respondents (48%) live within a 15-minute walk of eight or more takeaway food shops.

Q. Thinking about where you get your food from, how often do you use the following?

	1 – Never	2 – Less than monthly	3 – Monthly	4 – About once a week	5 – A few times a week	6 - Daily	**Average Score Out of 6**
Large supermarket including online	5%	11%	18%	50%	15%	2%	3.64
Budget supermarket (Aldi / Lidl etc.)	12%	23%	18%	36%	10%	1%	3.10
Small supermarket (Tesco Local etc.)	14%	30%	18%	25%	12%	2%	2.95
Take-away	15%	28%	26%	27%	4%	0%	2.77
Restaurant / pub / cafe	8%	37%	32%	20%	3%	0%	2.72
Freezer shop (Heron, Iceland etc.)	21%	27%	23%	22%	5%	2%	2.71
Discount Store (Home Bargains, B&M etc.)	13%	33%	29%	21%	3%	1%	2.71
Corner shop / convenience store	29%	32%	12%	19%	6%	2%	2.48
Specialist shop (greengrocer, butcher)	26%	33%	20%	19%	3%	0%	2.42
Your own allotment / garden	77%	11%	5%	3%	3%	1%	1.48
Farmers market, farm shop etc.	65%	29%	4%	1%	0%	0%	1.43
Cash & Carry (Makro, DeeBees etc.)	86%	11%	2%	1%	0%	0%	1.19
Community food shop / project	93%	4%	2%	2%	0%	0%	1.12
Foodbank	96%	2%	1%	1%	0%	0%	1.07

- Respondents are most likely to get their food from the following places:
    - A large supermarket (67% use once a week or more often)
    - A budget supermarket (47% use once a week or more often)
    - A small supermarket (39% use once a week or more often)
    - A takeaway (31% use once a week or more often)

- Respondents are least likely to get their food from the following places:
    - A foodbank (99% use monthly or less often)
    - A community food shop / project (99% use monthly or less often)
    - A cash and carry (99% use monthly or less often)
    - A farmers market / farm shop (98% use monthly or less often)
    - Their own allotment / garden (93% use monthly or less often)

Q. Thinking about where you live and regardless of how you usually travel. How easy is it to get from your home to the nearest supermarket or shop that sells fresh meat, fruit and vegetables at an affordable price, using the following modes of travel?

	Very Difficult	Difficult	Neither	Easy	Very Easy
Walking / mobility scooter	7%	10%	14%	27%	41%
Cycling	9%	8%	14%	29%	39%
Public transport	10%	13%	21%	26%	30%
Car	2%	2%	7%	18%	71%

- Unsurprisingly, respondents would find it easiest to get from home to the nearest supermarket or shop that sells fresh meat, fruit and vegetables at an affordable price, using a car. 89% of respondents would find it easy or very easy to do so using a car; compared to just 4% who would find it very difficult or difficult.
- The majority of respondents would also find it easy or very easy to get from home to the nearest supermarket or shop that sells fresh meat, fruit and vegetables at an affordable price, both by foot / mobility scooter and by bike (68% and 69% respectively).
- Respondents would find it most difficult to get from home to the nearest supermarket or shop that sells fresh meat, fruit and vegetables at an affordable price, using public transport. 56% of respondents would find it easy or very easy to do so using public transport; compared to 23% who would find it very difficult or difficult.

Food Waste

Q. Thinking about food waste - which of the following are reasons that you throw food away?

I don't produce food waste / I compost	37%
I throw food away when it reaches in use by date	29%
I often misjudge how much food I need to buy or prepare	23%
I find it difficult to buy just the amount of food for my needs (e.g. single person)	19%
I am often not sure what to do with leftovers	13%
It is cheaper, or not more expensive to buy more than I need (buy one, get one free etc.)	13%
Other	10%
Have trouble storing food for any length of time / don't have a freezer	4%
I mainly buy ready meals / tins	4%
I am not sure about storing / preserving different types of food	4%

- Over a third of respondents (37%) say that they do not produce any food waste or that they compost all their food waste.
- This therefore means that 63% of respondents produce some kind of food waste.

- 29% of respondents say they produce food waste because they throw food away when it reaches its in use date.
- Nearly a quarter say they produce food waste because they often misjudge how much food they need to buy or prepare.
- Other notable reasons for producing food waste include respondents finding it difficult to buy just the amount of food they need (19%), respondents often being not sure what to do with leftovers (13%) and respondents finding it cheaper, or not more expensive, to buy more food than they need (13%).

Q. Which of the following applies to you?

I plan my meals in advance before I shop for food	53%
I buy different food from different shops (e.g. butcher, greengrocers etc.)	37%
I buy locally produced food where possible	37%
I have given to a foodbank / made a food donation in the last 2 years	32%
Price is more important when I buy food, than where it was sourced / grown etc.	31%
I would like to grow my own fruit / veg but do not have the space / don't know how	26%
I grow my own fruit / vegetables	21%
I don't find it easy to come up with recipe ideas for food that I have to hand	17%
I am not confident to cook a meal from scratch using a variety of raw ingredients	12%
None of these	5%
In the last 2 years, I have gone hungry because I couldn't afford to buy food	5%
I have used a foodbank in the last 2 years	2%

- Around half of respondents (53%) plan their meals in advance before they shop for food.
- 37% of respondents buy different food from different shops (e.g. butcher, greengrocers etc.) and 37% of respondents buy locally produced food where possible.
- Around a fifth (21%) currently grow their own fruit / vegetables.
- For nearly a third of respondents (31%) price is more important when they buy food, than where it was sources / grown.
- Over a quarter (26%) would like to grow their own fruit / veg but do not have the space / don't know how.
- 17% of respondents don't find it easy to come up with recipe ideas for food that they have to hand.
- 12% of respondents are not confident to cook a meal from scratch using a variety of raw ingredients.
- 5% of respondents have gone hungry in the last 2 years because they couldn’t afford to buy food.
- 2% of respondents have also used a foodbank in the last 2 years.
- A third of respondents (32%) have given to a foodbank / made a food donation in the last 2 years.

Food Deserts, Oases and Swamps

Q. Are you familiar with any of the following terms?

Food desert	16%
Food oasis	5%
Food swamp	4%
None of these	83%

- The significant majority of respondents (83%) have not heard of any of the above terms.
- The term food desert is the more recognised (16%) than the terms food oasis (5%) or food swamp (4%).

- **Food oasis -** a neighbourhood where there is easy access to affordable fresh food - meat, fish, fruit and veg etc.
- **Food desert -** a neighbourhood where there is little or no access to affordable fresh food - meat, fish, fruit and veg etc. although there may be access to expensive fresh food, or access to frozen or pre-packaged food
- **Food swamp -** a neighbourhood where there is easy access to lots of non-nutritious food, particularly lots of cheap take-aways

Q. Given the definitions, which of the following do you think describes where you live?

Food desert	14%
Food oasis	47%
Food swamp	46%
None of these	10%
Don't know	6%

- Nearly half of respondents (47%) think they live in a food oasis where there is easy access to affordable fresh food.
- However, a similar percentage (46%) think they live in a food swamp where there is easy access to lots of non-nutritious food; particularly lots of cheap take-aways.
- Just 14% of respondents think they live in a food desert where there is little or no access to affordable fresh food.

Would You Rather?

Q. Would you rather … ?

		Undecided		
Fiction	41%	25%	34%	Non-fiction
Fried egg	30%	27%	42%	Poached egg
Bath	23%	12%	65%	Shower
Rainy weather	39%	30%	32%	Windy weather
Christmas	55%	25%	20%	Birthday

Respondents show a significant preference for:

- A shower (65%) over a bath (23%)
- Christmas (55%) over birthdays (20%)
- Poached egg (42%) over fried egg (30%)
- Fiction (41%) over non-fiction (34%)
- Rainy weather (39%) over windy weather (32%)

Pride in Hull

Q. How much do you disagree or agree with the statement "I am proud to live in or near Hull"?

Strongly disagree	4%
Disagree	8%
Neither disagree nor agree	23%
Agree	35%
Strongly agree	30%

- Over two thirds (65%) of respondents either agree (35%) or strongly agree (30%) that they are proud to live in or near Hull.
- Conversely, just 12% of respondents either disagree (8%) or strongly disagree (4%) that they are proud to live in or near Hull.

	Mar 2012	**Jun 2014**	**Sep 2015**	**Sep 2016**	**Mar 2017**	**Sep 2017**	**Dec 2017**	**Dec 2021**
Strongly disagree	4%	2%	5%	3%	3%	5%	4%	4%
Disagree	10%	8%	4%	6%	5%	6%	3%	8%
Neither	20%	22%	16%	21%	16%	18%	15%	23%
Agree	37%	39%	38%	23%	32%	29%	34%	35%
Strongly agree	29%	29%	38%	48%	44%	42%	44%	30%
Disagree	14%	11%	8%	9%	8%	11%	7%	12%
Neither	20%	22%	16%	21%	16%	18%	15%	23%
Agree	66%	68%	76%	70%	76%	71%	78%	65%

- Since December 2017, when this question was last asked, there has been a significant decrease in those who agree they proud to live in or near Hull (from 78% to 65%); particularly amongst those who strongly agree with this statement (from 44% to 30%).
- Instead there has been a notable increase in those who neither disagree or agree that they are proud to live in or near Hull (from 15% to 23%).
- In fact, the current figures are much more in line with those seen in 2012 and 2014; and show a marked drop in pride (albeit mostly to neutral sentiment) after the increase in pride experienced during the 2017 City of Culture year.