



PEOPLE'S PANEL VOX POP INFOGRAPHIC: March 2026 – WAVE 28

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Results Based on 841 Hull Responses

Happiness and Wellbeing

Q. How are you feeling?

Change compared to March 2025 People's Panel



Happiness

Happy: 59% (+ 3pp)

Unhappy: 19% (- 1pp)



Healthiness

Healthy: 48% (+ 3pp)

Unhealthy: 23% (No Change)



Loneliness

Not lonely: 55% (- 2pp)

Lonely: 23% (+ 4pp)



Stress / Anxiety

Not stressed: 36% (- 2pp)

Stressed: 33% (- 2pp)



Worthwhileness

Worthwhile: 56% (+ 4pp)

Not worthwhile: 16% (- 1pp)



Optimism

Optimistic: 46% (+ 3pp)

Pessimistic: 25% (+ 2pp)



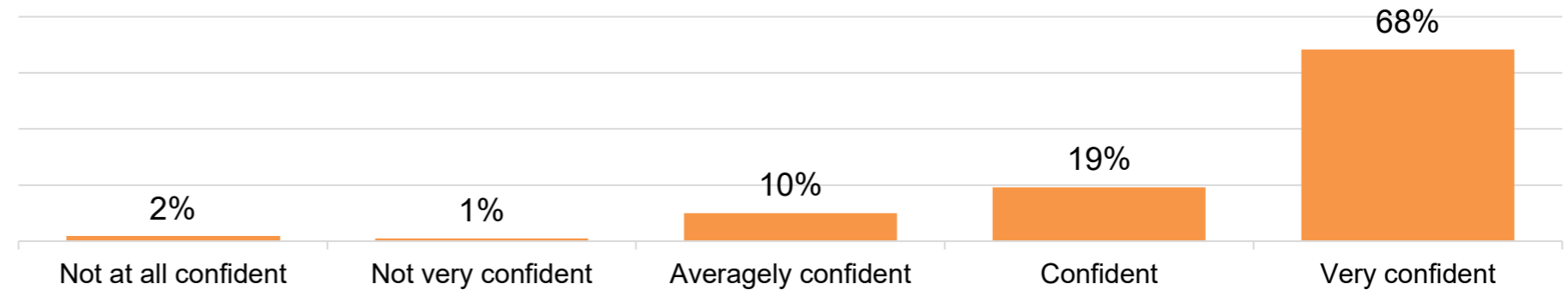
Hopefulness

Hopeful: 50% (+ 5pp) ▲

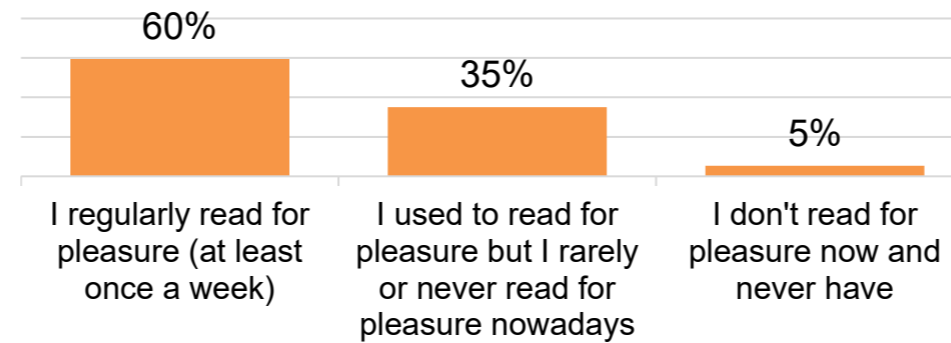
Not hopeful: 22% (+ 2pp)

Reading and Libraries

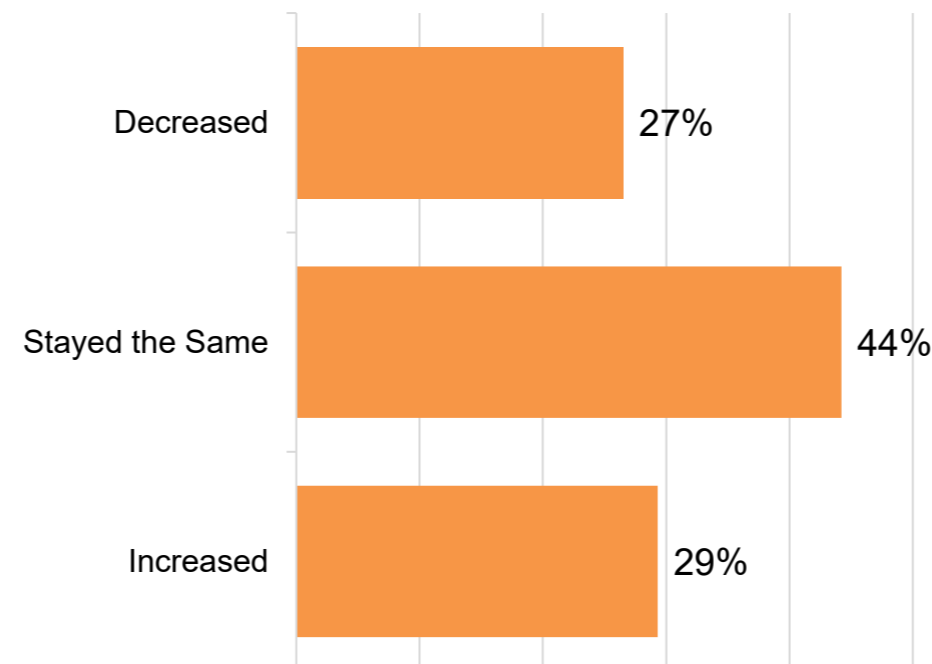
Q. How confident a reader are you?



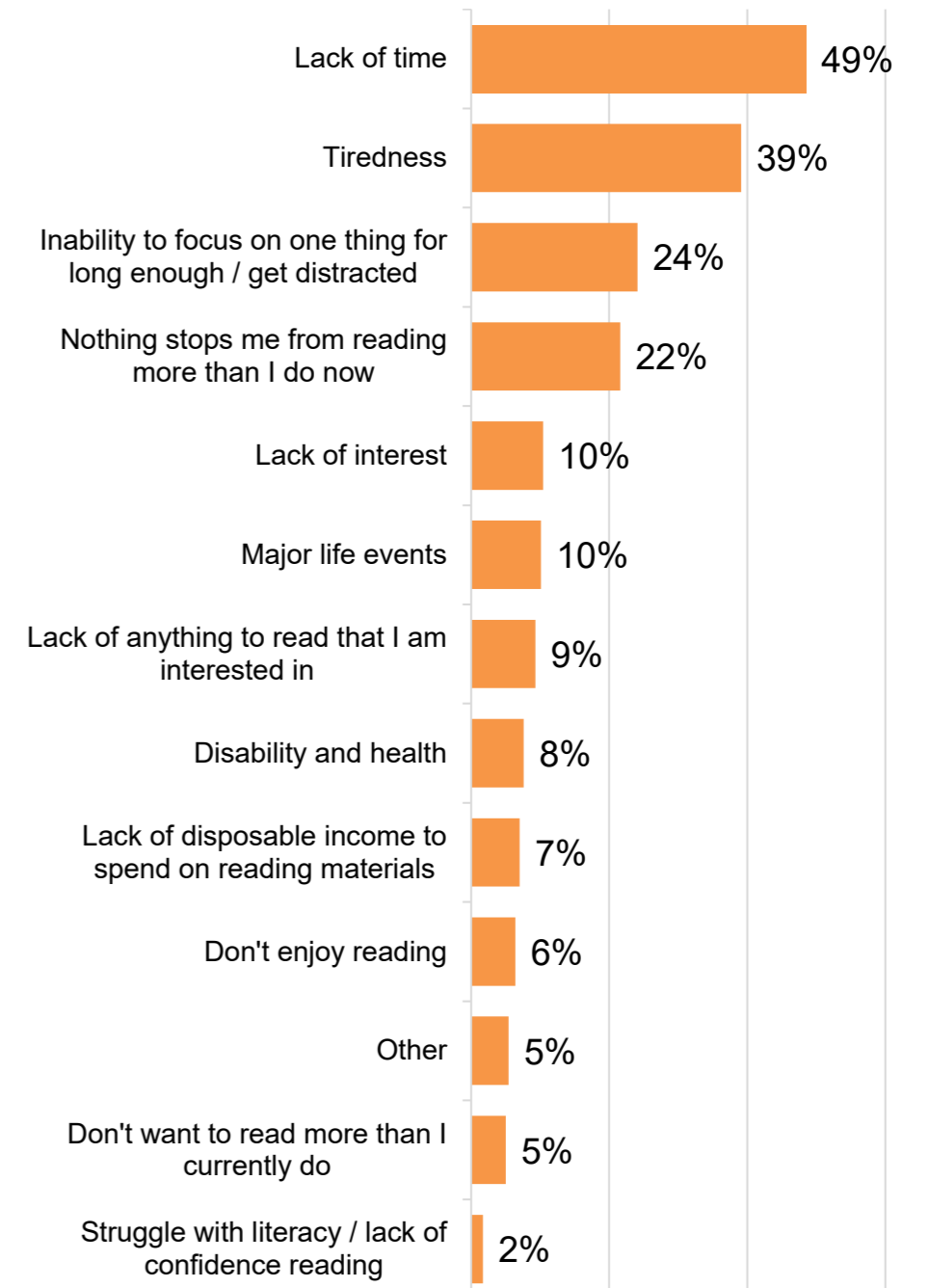
Q. Thinking about reading regularly for pleasure, which of the following comes closest to describing you?



Q. Over the last 3 years, would you say the amount of reading you do has...?



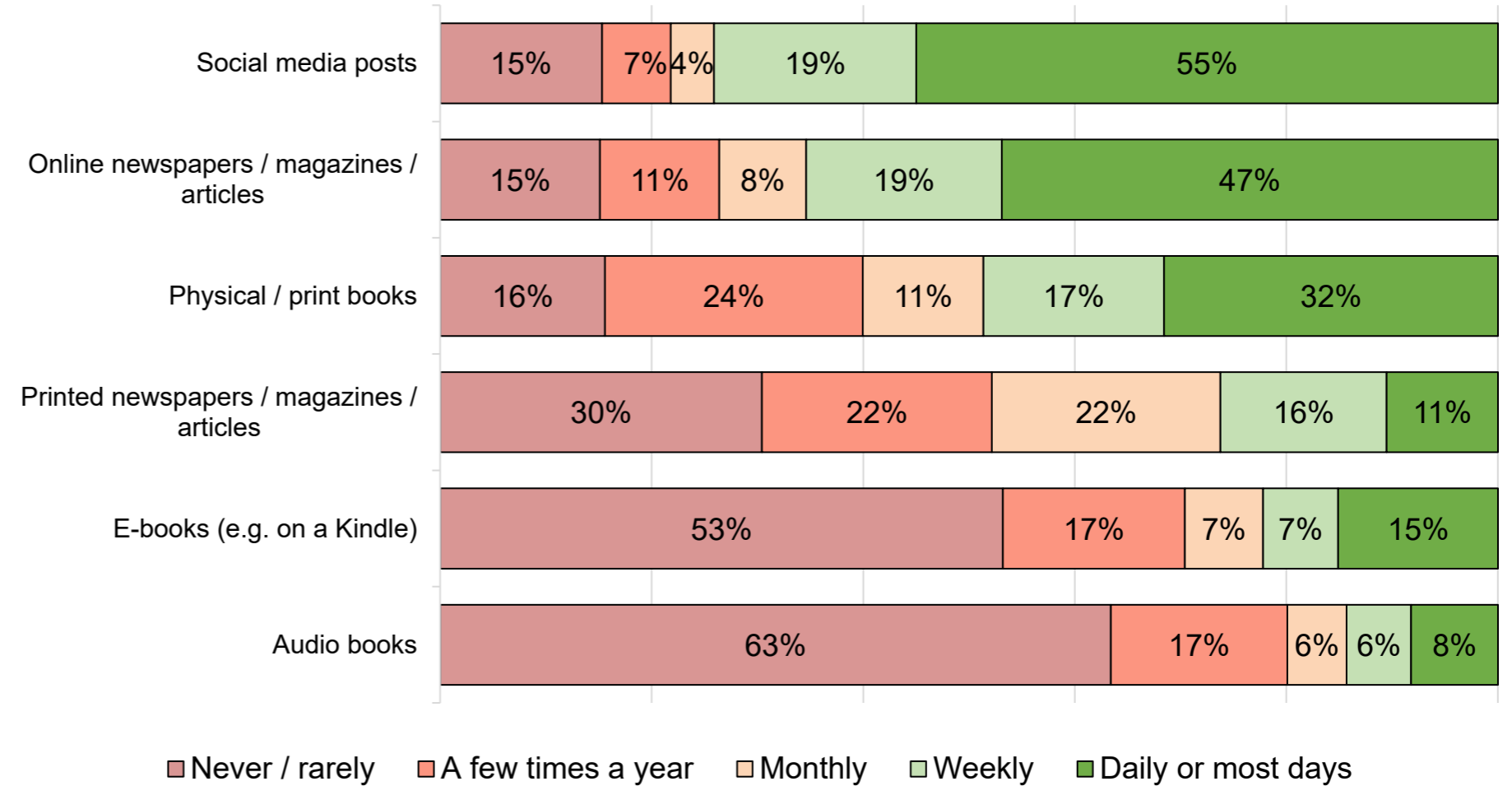
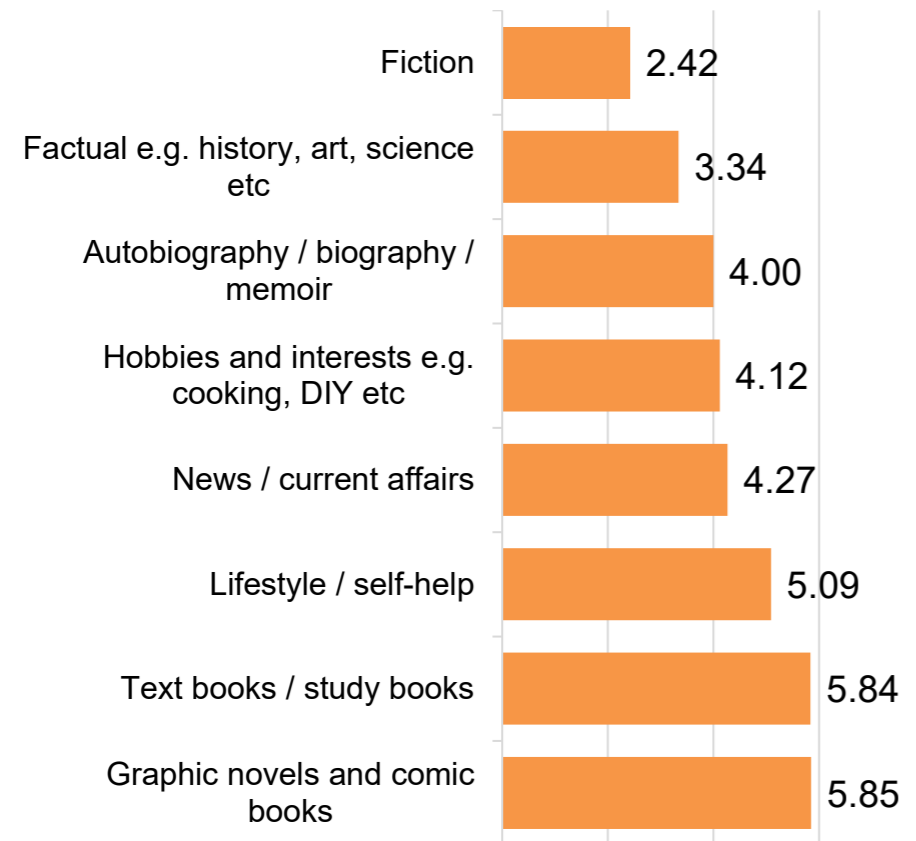
Q. What stops you from reading more than you do now?



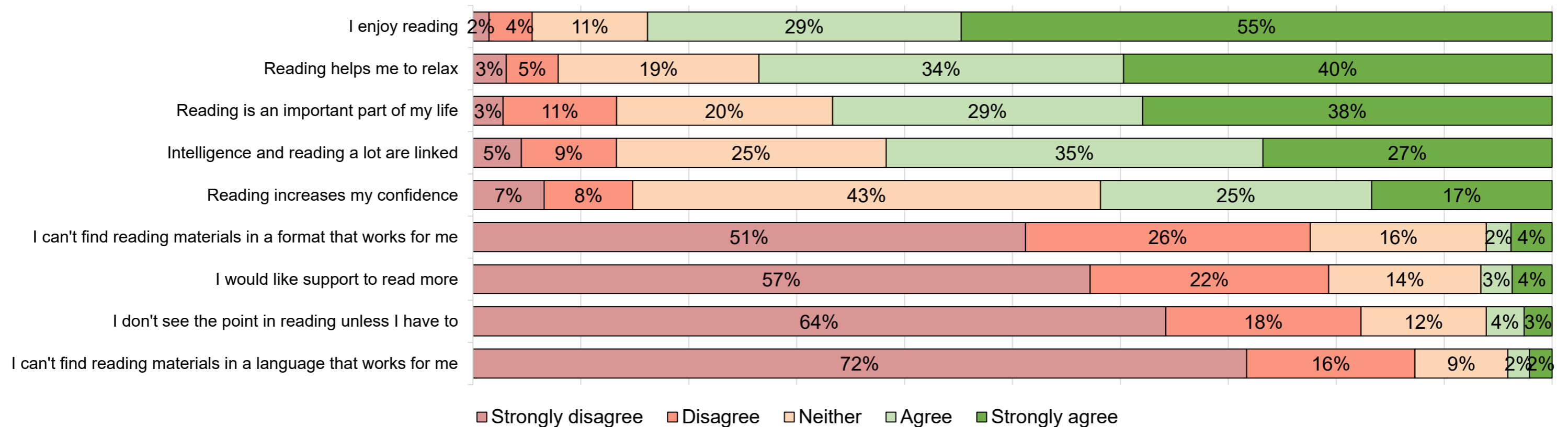
Q. Thinking about the kind of things you might read, please put the following in order of your preference.

Q. How frequently do you read / listen to the following?

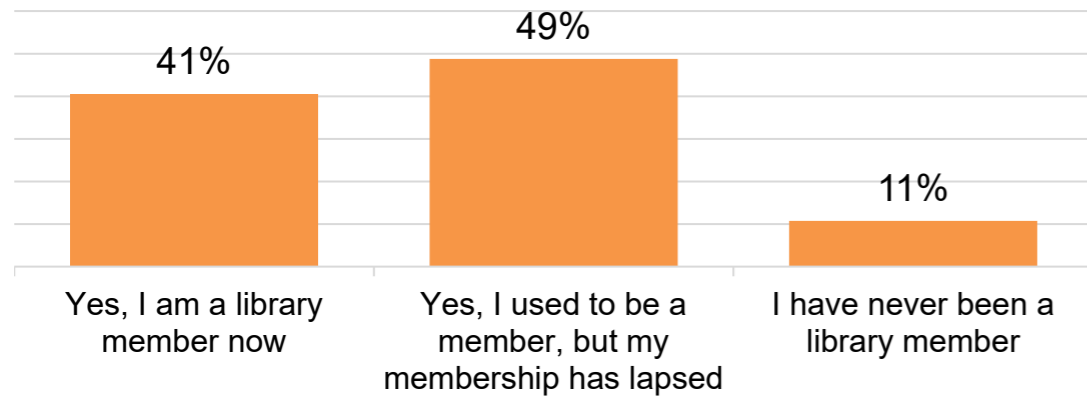
Average Score from 1 (Most Preferred) to 8 (Least Preferred)



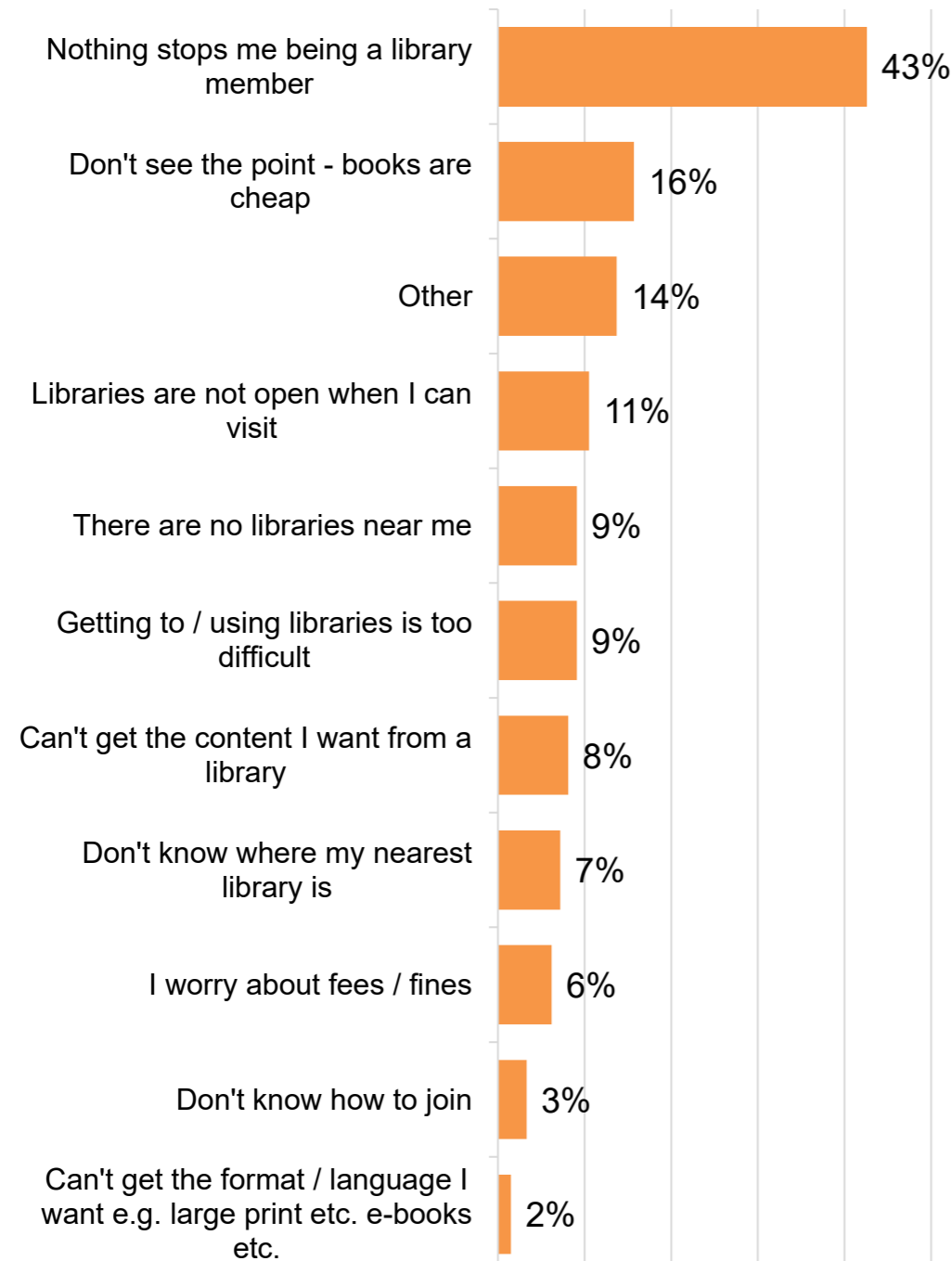
Q. How much do you agree with the following?



Q. Are you now, or have you ever been a library member?

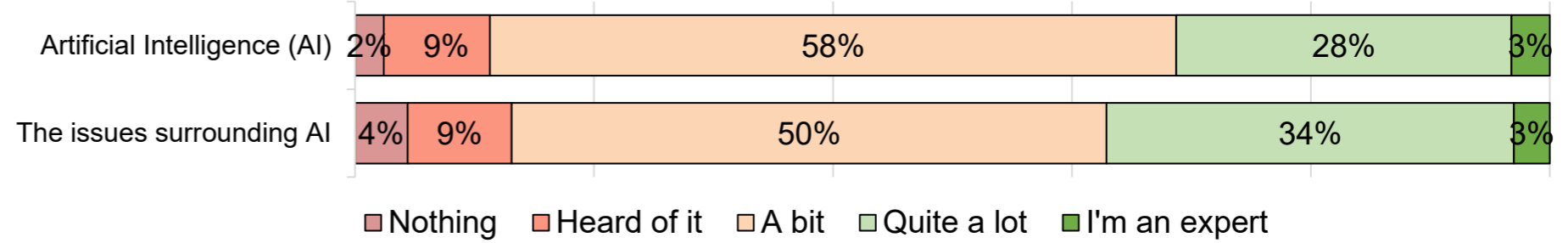


Q. What if anything, prevents you from being a library member?

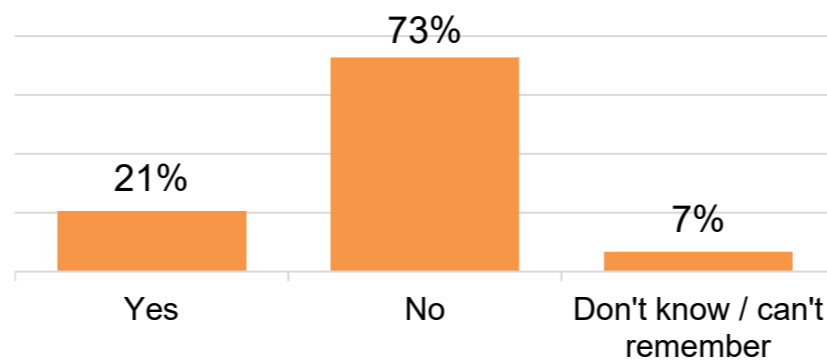


Artificial Intelligence

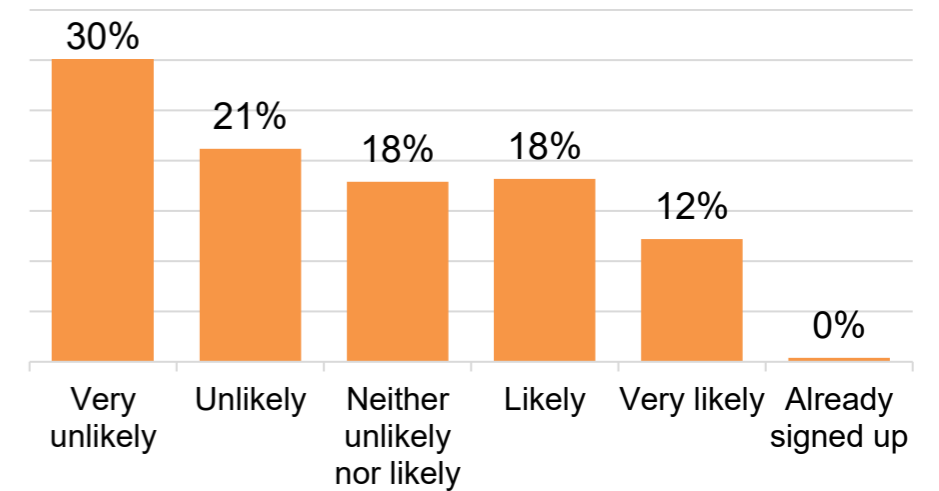
Q. How much would say you know about...?



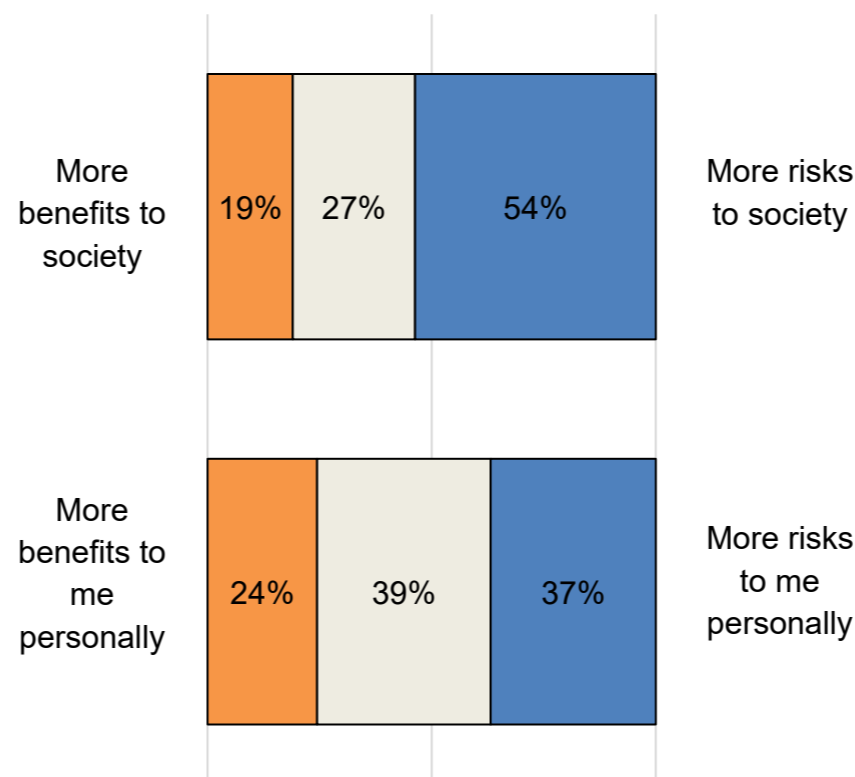
Q. Did you know that the UK government has recently launched free AI training, accessible to everyone in the country?



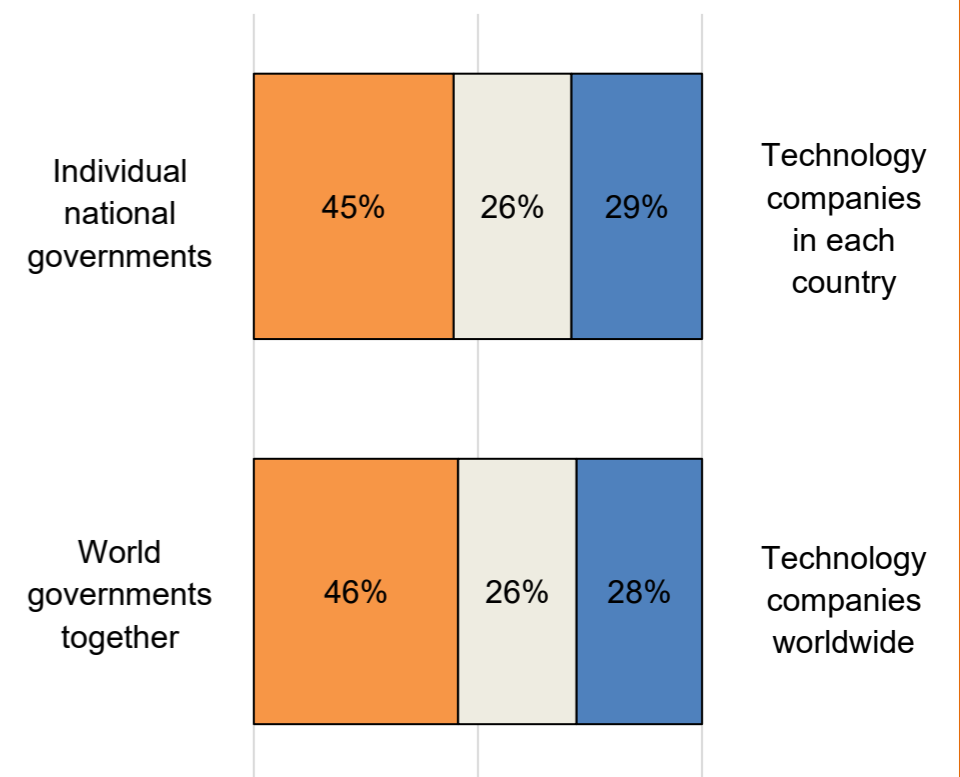
Q. How likely is it that you will do any of the free training?



Q. Do you think that there are more benefits, or more risks to the increasing use and applications of AI?

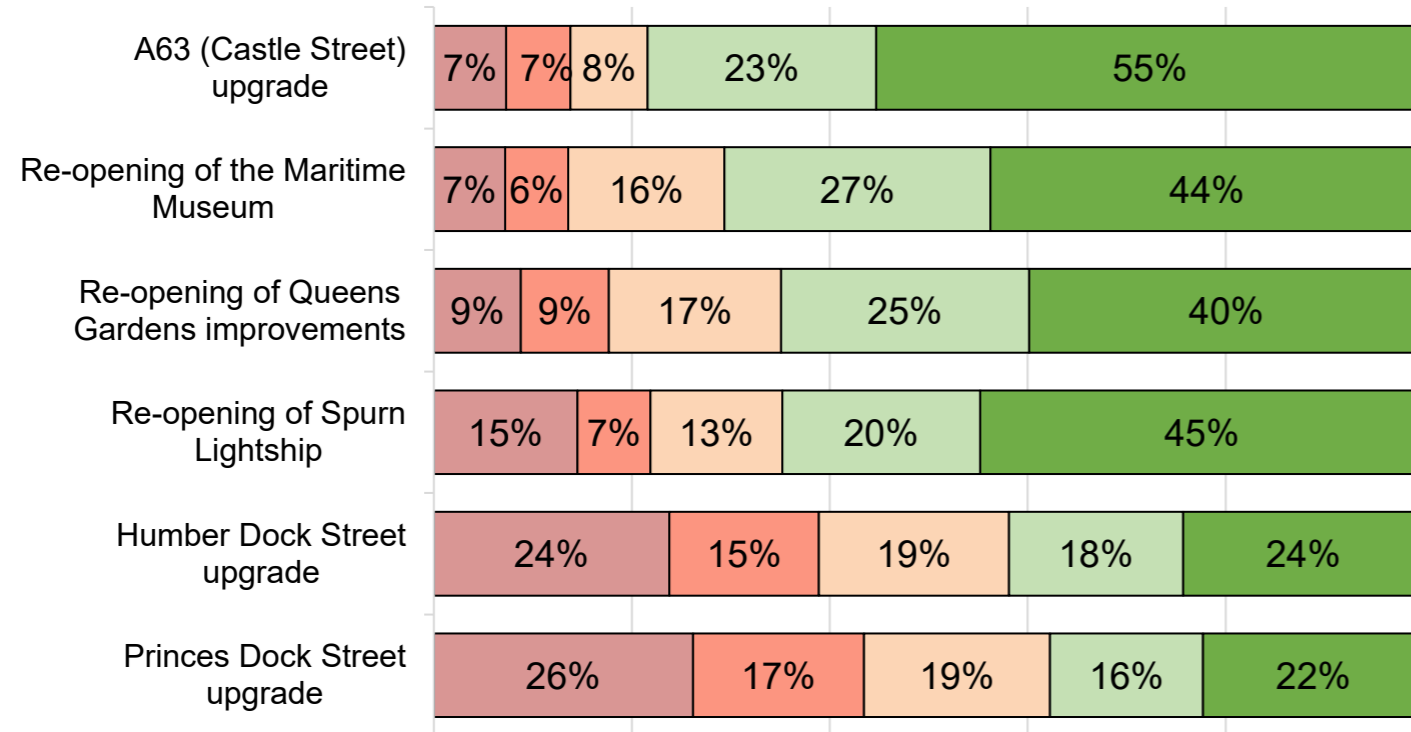


Q. Who should have the most responsibility for regulating the use of AI, and have the most liability when it goes wrong?



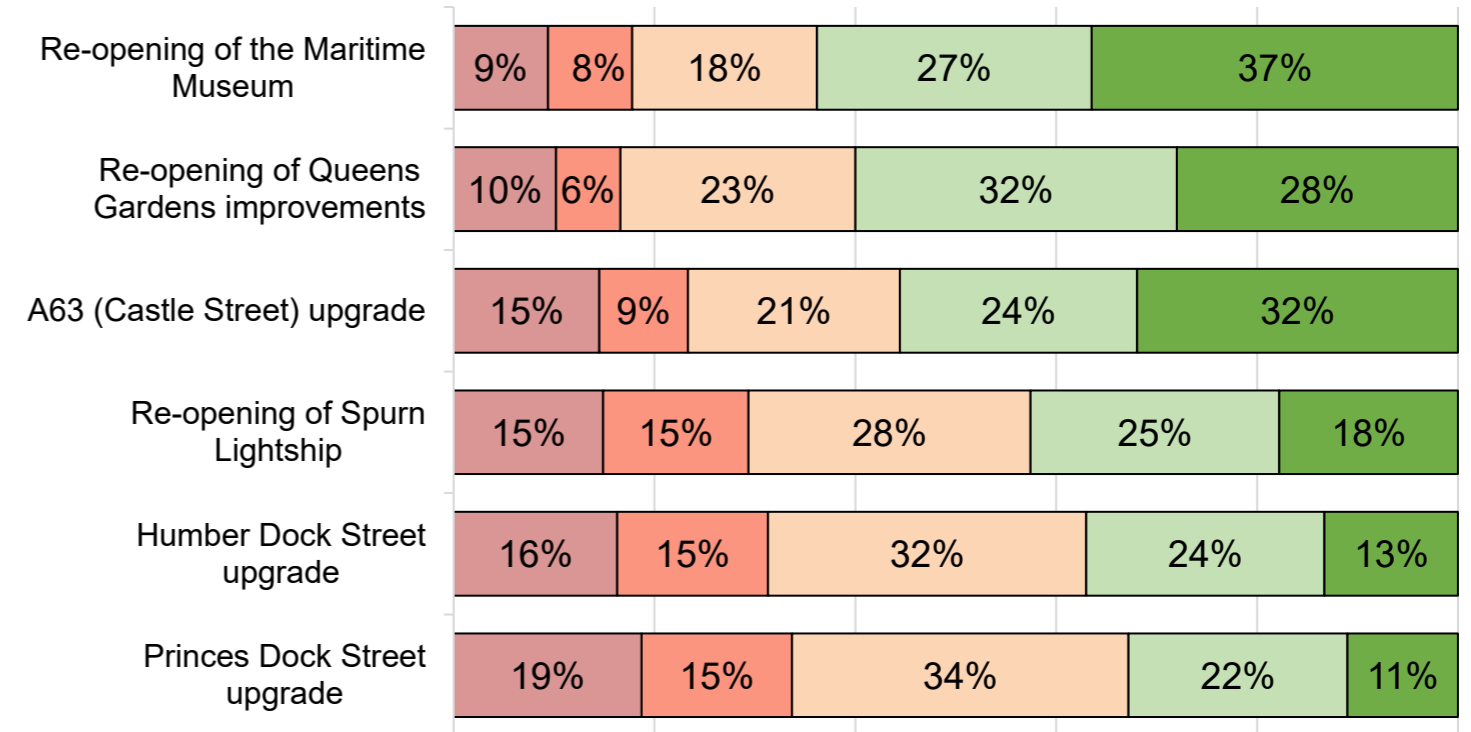
Maritime Project and Other Major Projects

Q. How aware are you of the completion / re-opening of the following projects in Hull?



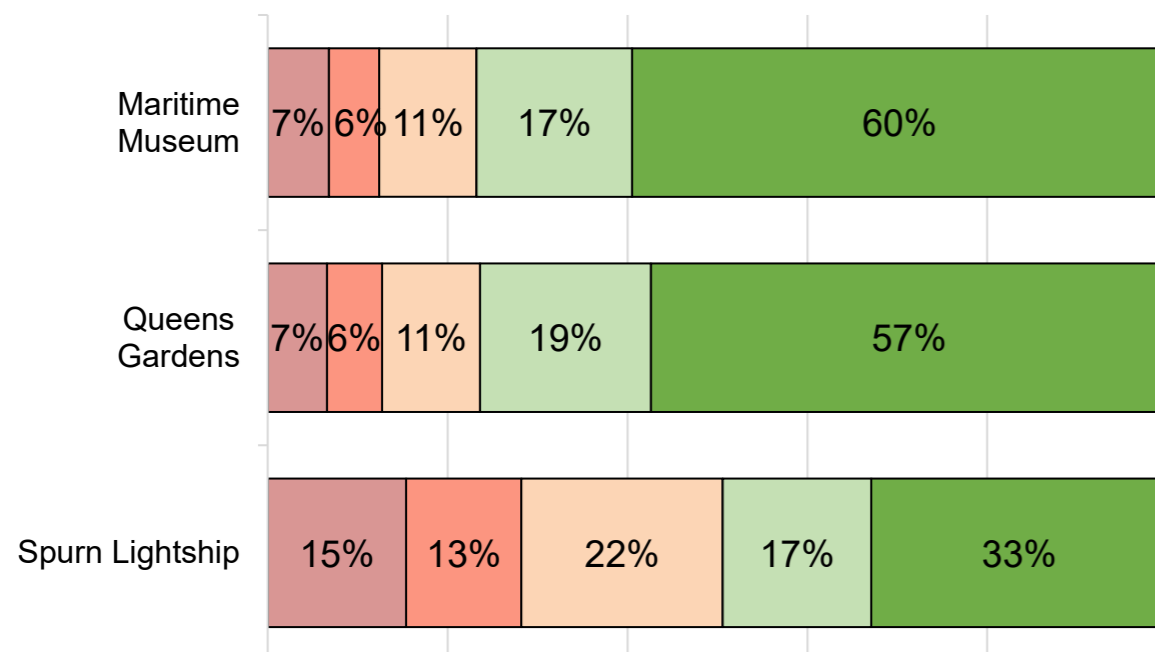
1 - Not at all aware 2 3 4 5 - Very aware

Q. How excited are you about completion / re-opening of the following projects in Hull?



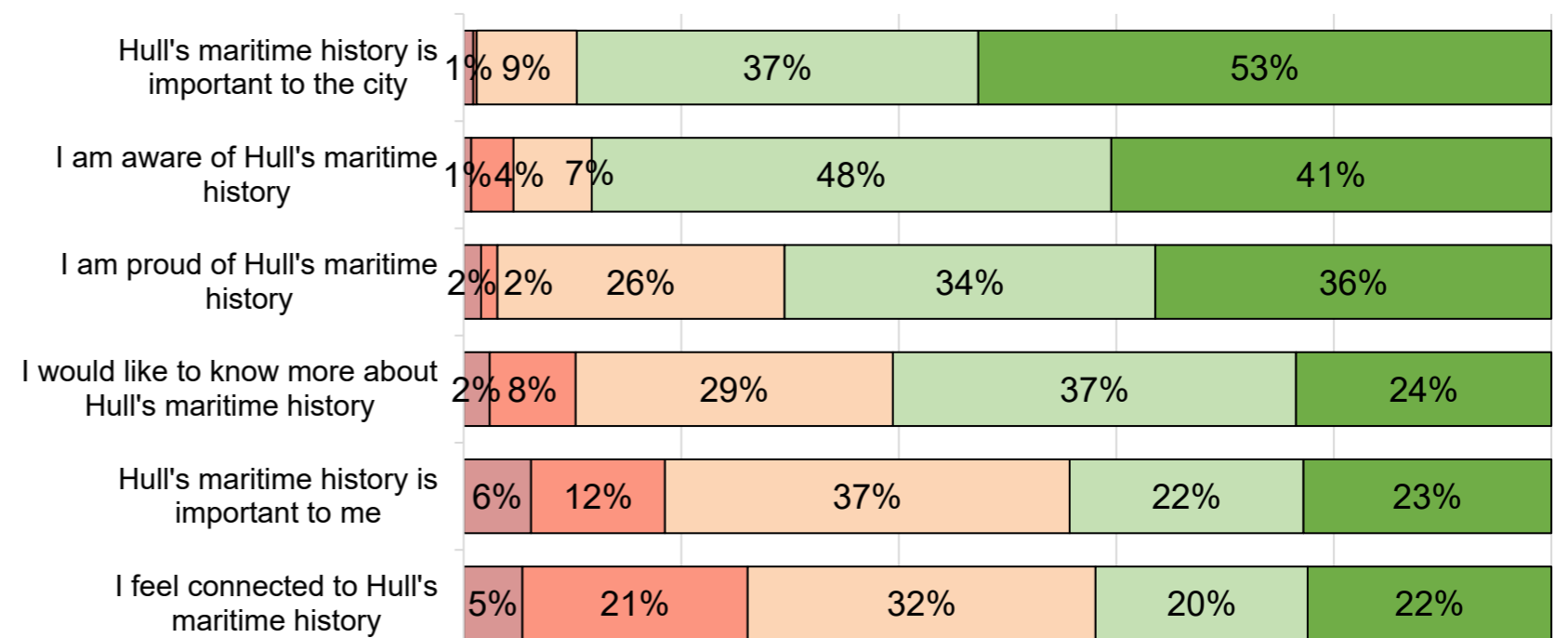
1 - Not at all excited 2 3 4 5 - Very excited

Q. How likely are you to visit the following when they open?



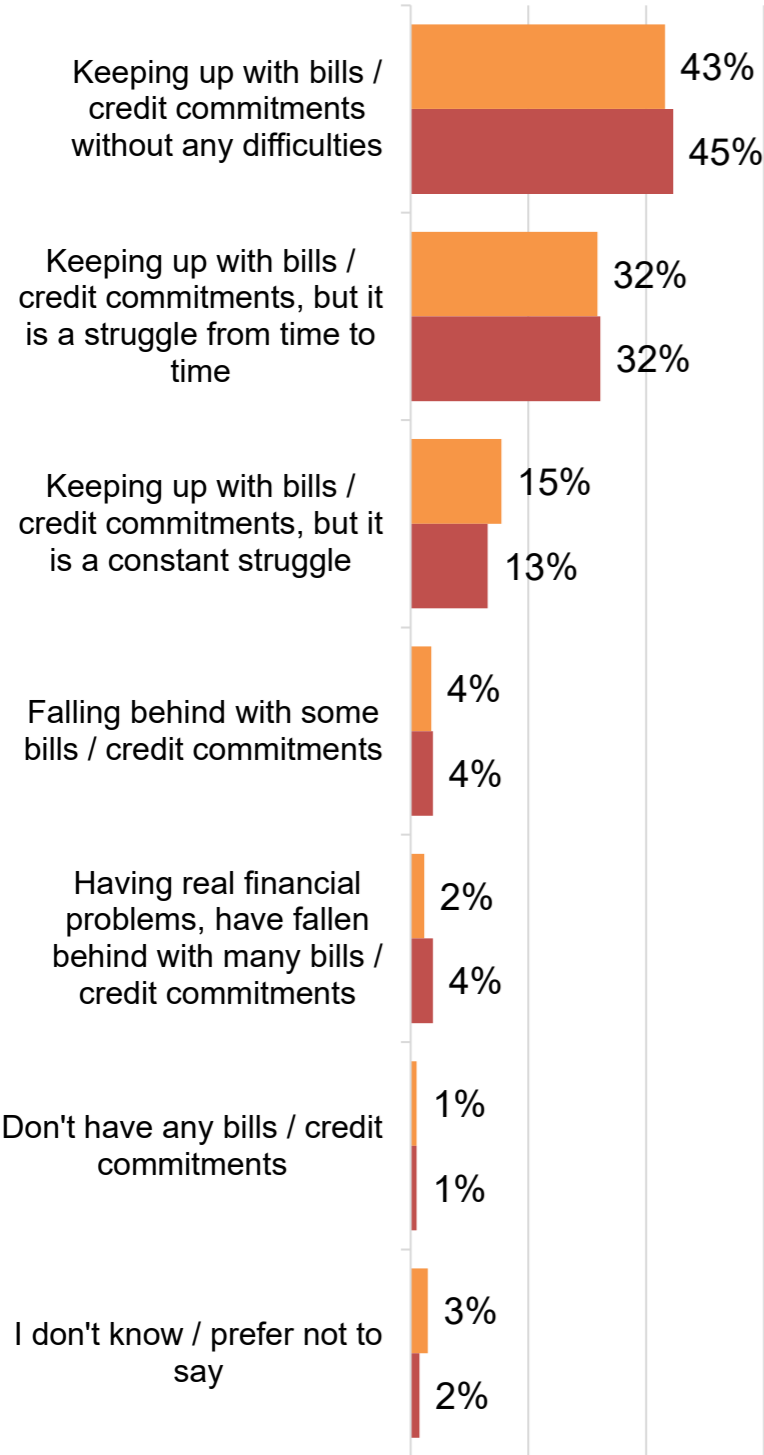
1 - Not at all likely 2 3 4 5 - Very likely

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

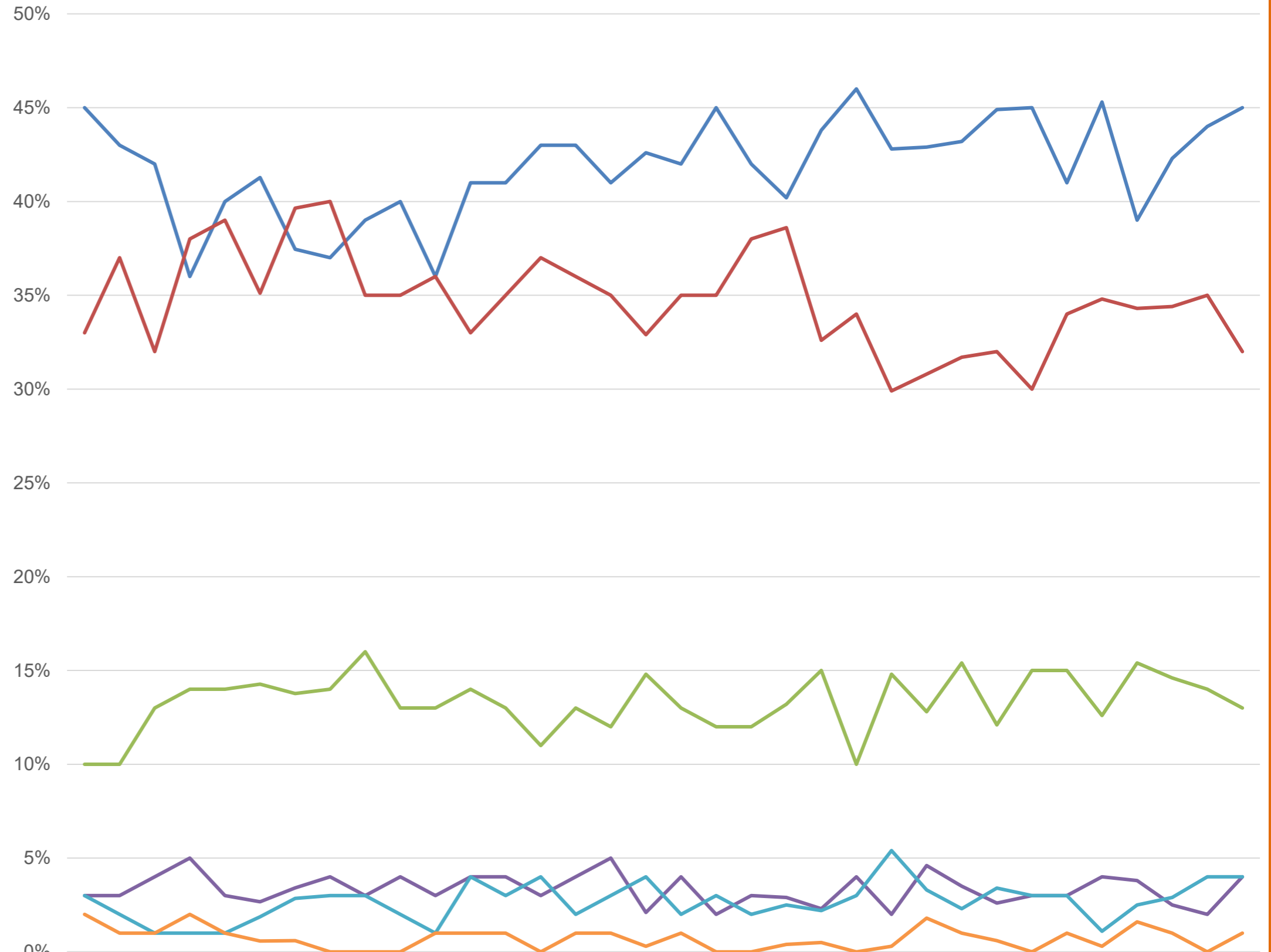


Strongly disagree Disagree Neither Agree Strongly agree

Financial Stability Tracker



■ Mar-25 ■ Mar-26



	Mar-22	May-22	Jul-22	Aug-22	Oct-22	Nov-22	Jan-23	Mar-23	Apr-23	May-23	Jun-23	Aug-23	Sep-23	Oct-23	Dec-23	Jan-24	Feb-24	Mar-24	May-24	Jun-24	Aug-24	Sep-24	Nov-24	Dec-24	Jan-25	Mar-25	Apr-25	May-25	Jul-25	Aug-25	Sep-25	Nov-25	Jan-26	Mar-26
Keeping up with bills / credit commitments without any difficulties	45%	43%	42%	36%	40%	41%	37%	37%	39%	40%	36%	41%	41%	43%	43%	41%	43%	42%	45%	42%	40%	44%	46%	43%	43%	43%	45%	45%	41%	45%	39%	42%	44%	45%
Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	37%	32%	38%	39%	35%	40%	40%	35%	35%	36%	33%	35%	37%	36%	35%	33%	35%	35%	38%	39%	33%	34%	30%	31%	32%	32%	30%	34%	35%	34%	34%	35%	32%
Keeping up with bills / credit commitments, but it is a constant struggle	10%	10%	13%	14%	14%	14%	14%	14%	16%	13%	13%	14%	13%	11%	13%	12%	15%	13%	12%	12%	13%	15%	10%	15%	13%	15%	12%	15%	15%	13%	15%	15%	14%	13%
Falling behind with some bills / credit commitments	3%	3%	4%	5%	3%	3%	3%	4%	3%	4%	3%	4%	4%	3%	4%	5%	2%	4%	2%	3%	3%	2%	4%	2%	5%	4%	3%	3%	3%	4%	4%	3%	2%	4%
Having real financial problems, have fallen behind with many bills / credit commitments	3%	2%	1%	1%	1%	2%	3%	3%	3%	2%	1%	4%	3%	4%	2%	3%	4%	2%	3%	2%	3%	2%	3%	5%	3%	2%	3%	3%	3%	1%	3%	3%	4%	4%
Don't have any bills / credit commitments	2%	1%	1%	2%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	2%	1%	1%	0%	1%	0%	2%	1%	0%	1%

Would You Rather?

Q. Which of the following would you rather?

