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H H Wave 44: March 2023 (1,153 Hull Responses)

Happiness and Wellbeing



Happiness Happy: 50% (- 3pp) Unhappy: 21% (+ 1pp)



Healthiness Healthy: 44% (+ 4pp) Unhealthy: 25% (- 1pp)



Loneliness Not lonely: 54% (- 2pp) Lonely: 21% (+ 1pp)



Stress / Anxiety Not stressed: 33% (+ 1pp) Stressed: 36% (- 2pp)



Worthwhile: 51% (N/C) Not worthwhile: 15% (- 1pp)

Worthwhileness

Optimism Optimistic: 41% (- 1pp) Pessimistic: 28% (+ 4pp)



Not hopeful: 20% (- 2pp)

* Change compared to Jan 2023 People's Panel

Hull: Yorkshire's Maritime City

How aware are you of the following heritage projects in Hull?

Maritime Museum refurbishment Arctic Corsair restoration and relocation **Queens Gardens improvements** Spurn Lightship restoration and relocation The Guildhall Timeball restoration Northend shipyard visitor centre

South Blockhouse conservation and visitor attraction

South B

	9%	4%	13	3%			27	7%		
	19	%		129	%		14%)		
	15%	, D	1	1%		2	20%			
		24%			11	%		18%	6	
-										
				45%					10)%
-										
				:	56%)				
-										
					6	2%				

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

How excited are you about the following heritage projects in Hull?

Maritime Museum refurbishment	1
Queens Gardens improvements	
Arctic Corsair restoration and relocation	
Spurn Lightship restoration and relocation	
Northend shipyard visitor centre	
lockhouse conservation and visitor attraction	
The Guildhall Timeball restoration	

10%	8%		26%	, 0		
12%	14	%		30)%	
18%	%	15	%		24%	
- 189	%	149	%		28%	
-	27%			16%		
					,	
-	30%			18%	6	
	28%			21%	6	

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







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

Hull's maritime history is important to the city 4% 17% 31% I am aware of Hull's maritime history 2% 6% 40% 14% I am proud of Hull's maritime history 3% 10% 26% 28% I would like to know more about Hull's maritime history 25% 34% 6% 11% Hull's maritime history is important to me 17% 29% 22% 11% 24% I feel connected to Hull's maritime history 16% 27% Strongly disagree Disagree Neither Agree Strongly agree

50%

49%

44%

43%

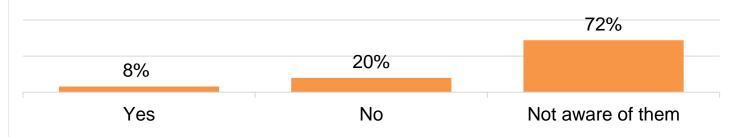
40%

37%

Of the following, which do you think are most important?

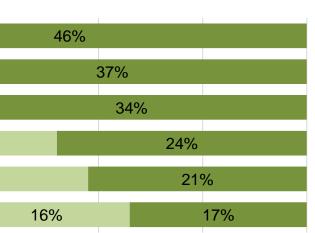
The docks, their role and their history Hull's role as Yorkshire's only maritime city Hull at war Hull's importance to the country Hull as a major world trading route How Hull came to be (the founding of Hull) Hull's importance to the region 31% Deep-sea fishing (trawlers) 25% Hull's role as a medieval port 24% 21% Hull's importance internationally Hull's role in migration (Europe to America) 20% Hull's role in the Industrial Revolution 17% Whales and whaling 15% Life on board ship / working at sea 13% Exploration and discovery 10% Humber keels and sloops / the inland waterways 4% The Arctic 4% Other 3%

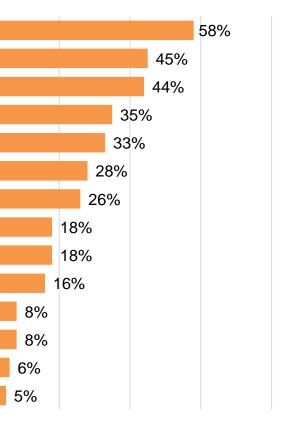
Hull Maritime have produced a number of films about the Maritime project, including behind the scenes conservation of artefacts. Have you watched any of these?



In the coming months, there will be more developments in the maritime project. Which of the following do you have an interest in?







South Blockhouse Visitor Attraction

Which of the following describes how much you know about the South Blockhouse?

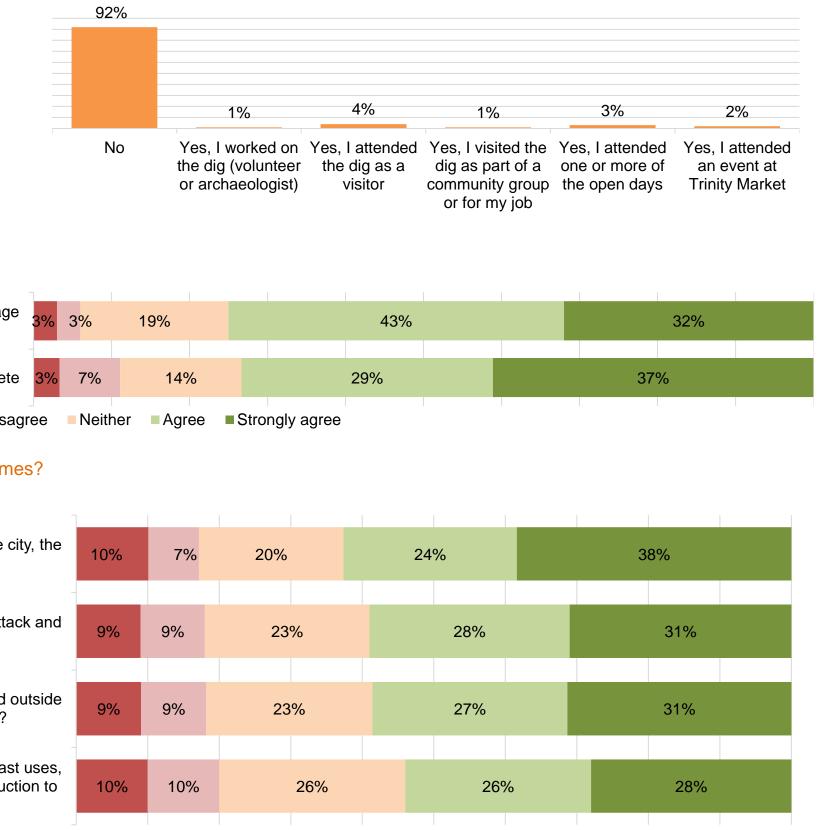
62% 13% 13% 9% 2% 1% Never heard Heard of it but A little A fair amount A lot I'm an expert of it before know nothing today

How much do you agree with the following? (Don't Know removed) The South Blockhouse visitor attraction will help to raise awareness of this important heritage 3% 19% site

I am likely to visit the South Blockhouse site when it is complete

Strongly disagree Disagree

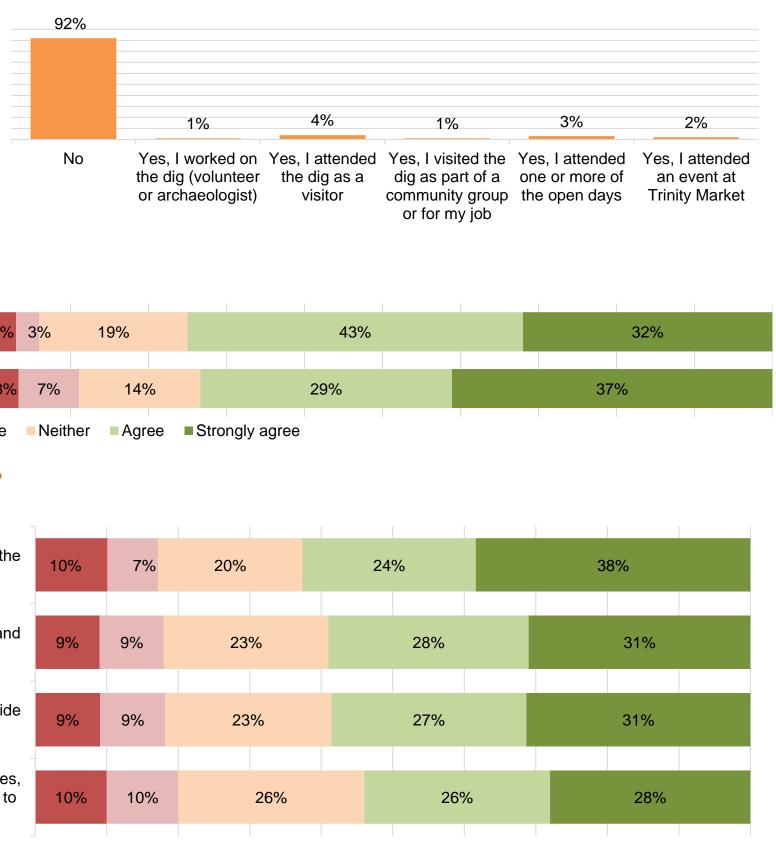




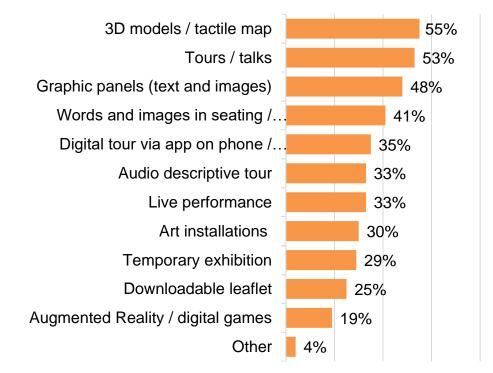
How interested would you be in discovering more about the following story themes?

Rebel, rebel: the South Blockhouse tells us about Hull's strategic position as a maritime city, the city's rebellious reputation and relationships with royalty	10%	7%	20%	2	4%
Origin stories: the building of the South Blockhouse tells of King Henry VIII's fear of attack and rebellion, from both inside and outside his kingdom	9%	9%	23%		28%
Connecting with the past: the South Blockhouse impacted on the lives of people inside and outside its walls; what might you have heard, seen, smelled, and felt if you were here then?	9%	9%	23%		27%
Changing views: archaeology, historical records and art give us glimpses into the past uses, changing features and differing perspectives of the South Blockhouse, from construction to destruction	10%	10%	26%		20
■1 - Not at all interested ■2	3 4	■5 - Ve	ery interested		

Did you attend the archaeological dig or open day events?



How would you most enjoy discovering the stories of the South Blockhouse?

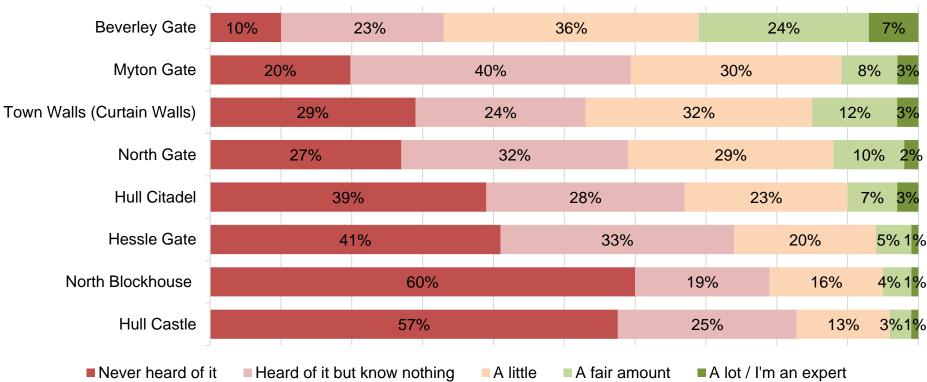


Heritage and Archaeological Projects

How much do you agree with the following?

Т

How much do you know about the other key sites and structures that formed part of Hull's historic town defences?

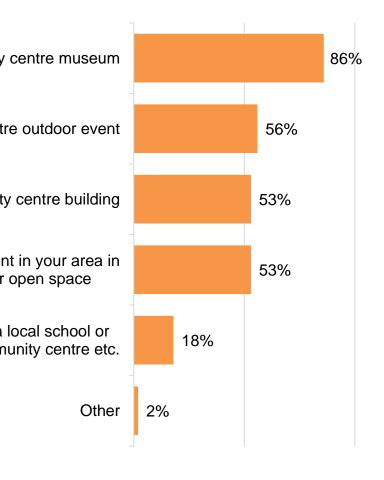


In which of the following places are you most likely to get involved in heritage and culture activities?

The development / regeneration of unused land is importain	nt 3 <mark>%</mark> 4	1% 12%	2	29%		52%		
Historical sites can provide the momentum for improvement or regeneration	or 2 <mark>%</mark> 8	3%	19%	38	%		33%	City
Sites of archaeological interest / importance would attract visitor	rs 3%	8%	23%	3	33%		33%	Othe
am interested in sites of archaeological interest / importance bein excavated	g _{5%}	12%	25%	6	32%		27%	Outdoor
am interested in more archaeological sites being made available to view	⁹ 5%	12%	24%	, 0	30%		29%	a pai
I would like to visit sites of archaeological interest / importanc	e 5%	11%	26%	, 0	29%		29%	cc

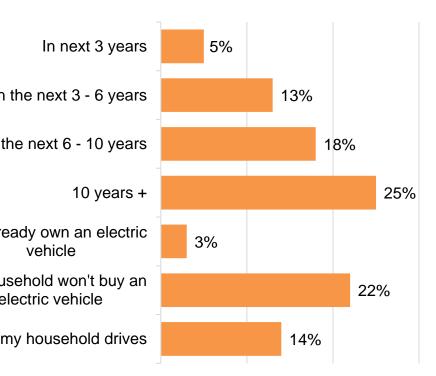
Strongly disagree Disagree Neither Agree Strongly agree



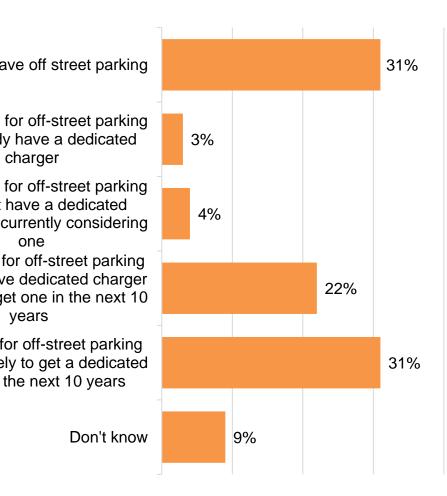


How important are the following when considering	ng whether o	or not to visit	t a heritage s	ite or museu	ım?	Electric Vehicles
On-site facilities such as toilets	1% 3 <mark>% 10%</mark>	31%		54%		When do you think you electric vehicle?
Facilities that are accessible for older and disabled people	5% 4 <mark>%12%</mark>	30%		50%		In next 3 y
Regular opening times	1% 2% 16%	4	2%	38	%	In the next 3 - 6 y
Free admission	- <mark>3%</mark> 4 <mark>% 219</mark>	%	32%	409	%	In the next 6 - 10 y
	-					10 yea
Close to transport links	<mark>4%</mark> 4% 18%	%	35%	39	%	We already own an ele vehicle
An immersive visitor experience	<mark>3%</mark> 7%	26%	37%		28%	My household won't bu electric vehicle
A programme of events and activities	<mark>3%</mark> 6%	28%	38%		24%	No-one in my household d
Parking	9% 7%	21%	27%	3	5%	Which of the following b
Refreshments / café	<mark>4%</mark> 9%	26%	37%	%	23%	Don't have off street par
Blue badge parking	14% 7%	6 23%	24%		32%	Have space for off-street par and already have a dedica
Child / family friendly activities	12% 8%	20%	33%	,)	26%	charger Have space for off-street par
Good links with other nearby attractions / packaged experience	- 5% 11%	33%		34%	17%	and don't have a dedicate charger but currently conside one
Access to all areas, including behind the scenes	<mark>6%</mark> 12%	31%		34%	17%	Have space for off-street par and don't have dedicated cha but likely to get one in the nex years
To be able to physically interact with the artefacts	11% 139	% 30)%	28%	18%	Have space for off-street parl and am unlikely to get a dedic charger in the next 10 year
Play facilities for children	20%	14%	33%	21%	12%	Don't k
1 - Not at all important	2 3	4 ■5 - Very	r important			

you think your household is likely to buy an



he following best describes you?



Finacial Stability Tracker

50% -								
45% -								
40% -								
35% -		\frown						
30% -								
25% -								
20% -								
15% -								
10% -								
5% -								
0%								
0%	Mar-22	May-22	Jul-22	Aug-22	Oct-22	Nov-22	Jan-23	
				-				Mar-23
—Keeping up with bills / credit commitments without any difficulties	45%	43%	42%	36%	40%	41%	37%	Mar-23 37%
Keeping up with bills / credit commitments without any					40% 39%	41% 35%	37% 40%	
 Keeping up with bills / credit commitments without any difficulties Keeping up with bills / credit commitments, but it is a struggle 	45%	43%	42%	36%				37%
 Keeping up with bills / credit commitments without any difficulties Keeping up with bills / credit commitments, but it is a struggle from time to time Keeping up with bills / credit commitments, but it is a constant 	45% 33%	43% 37%	42% 32%	36% 38%	39%	35%	40%	37% 40%
 Keeping up with bills / credit commitments without any difficulties Keeping up with bills / credit commitments, but it is a struggle from time to time Keeping up with bills / credit commitments, but it is a constant struggle 	45% 33% 10%	43% 37% 10%	42% 32% 13%	36% 38% 14%	39% 14%	35% 14%	40% 14%	37% 40% 14%