

# My Life, My Street, My City

## Community Strategy Survey 2023

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## Methodology

The Community Strategy survey was open to the public over a 12-week period between February and May 2023.

An electronic version of the survey was made available on Yoursay Hull (Hull City Council's dedicated engagement portal) and was promoted extensively via printed materials (posters and leaflets), online channels and social media, and existing electronic distribution lists.

A paper version of the survey was also available at our dedicated information hub inside Princes Quay, at a number of key local events and community buildings and was used by specialist street teams who visited high footfall areas across the city.

The survey was made available in English and in Hull's five most common non-English languages.

## Response Rate

**There was a total of 2,335 responses to the Community Strategy survey.**

|                      | Count        | %   |
|----------------------|--------------|-----|
| Electronic Responses | 1,709        | 73% |
| Paper Responses      | 626          | 27% |
| <b>Total</b>         | <b>2,335</b> |     |

|                         | Count        | %   |
|-------------------------|--------------|-----|
| Hull                    | 1,906        | 82% |
| East Riding             | 227          | 10% |
| Not Hull or East Riding | 16           | 1%  |
| No Postcode Provided    | 186          | 8%  |
| <b>Total</b>            | <b>2,335</b> |     |

**1,906 responses came from residents with a Hull postcode.**

There are an estimated 213,538 residents of Hull aged 16 +.

This means that any figures reported for Hull have a confidence interval of 2.23% at a 95% confidence level (i.e., we are 95% certain that the actual result falls within +/- 2.23 percentage points of the reported figure).

## Demographics and Weighting

**The following analysis is based on the 1,906 responses that came from residents with a Hull postcode only.**

Responses have been weighted to be as demographically representative of the whole Hull population as possible.

Responses are weighted based on age, gender, ethnicity and LLTI (impairment or illness).

Normally, total weights are capped at 4.0 to avoid individual's responses carrying too much weight in the analysis. However, in this case there were no weight values above 4.0.

| Total (16 + Population)      |   | Sample (1,906) |       | Hull Pop     | Weighted Sample |
|------------------------------|---|----------------|-------|--------------|-----------------|
| Gender                       | Female (inc. MTF)   | 1,118          | 59.2% | <b>50.3%</b> | 48.9%           |
|                              | Male (inc. FTM)   | 749            | 39.7% | <b>49.7%</b> | 50.1%           |
|                              | Other / non-binary  | 22             | 1.2%  | -            | 1.0%            |
| LLTI (impairment or illness) | No  | 964            | 51.1% | <b>76.7%</b> | 76.8%           |
|                              | Yes   | 922            | 48.9% | <b>23.3%</b> | 23.2%           |
| Age group                    | 16-34   | 452            | 23.9% | <b>33.8%</b> | 37.3%           |
|                              | 35-44   | 331            | 17.5% | <b>16.3%</b> | 18.4%           |
|                              | 45-54   | 329            | 17.4% | <b>15.7%</b> | 15.6%           |
|                              | 55-64   | 383            | 20.2% | <b>15.1%</b> | 14.1%           |
|                              | 65-74   | 290            | 15.3% | <b>11.1%</b> | 8.8%            |
|                              | 75+   | 108            | 5.7%  | <b>8.2%</b>  | 5.9%            |
| Ethnic group                 | BAME (Black, Asian and Minority Ethnicities inc. White Other) | 181            | 9.6%  | <b>15.0%</b> | 16.8%           |
|                              | White British   | 1,702          | 90.4% | <b>85.0%</b> | 83.2%           |

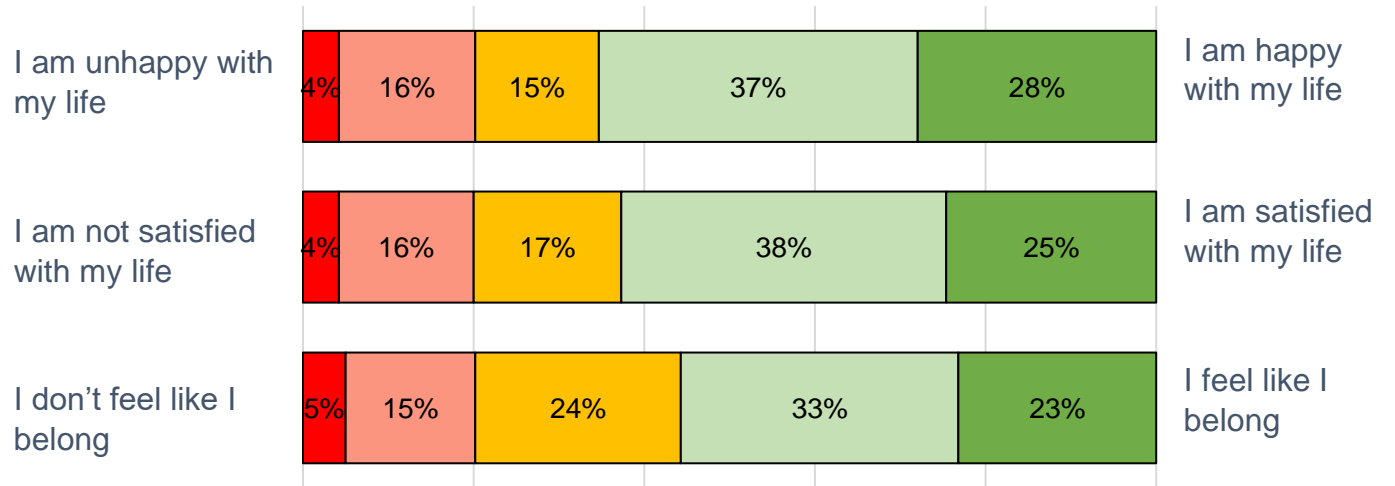
# My Life



Q. Which of the following words are you most likely to use to describe yourself?

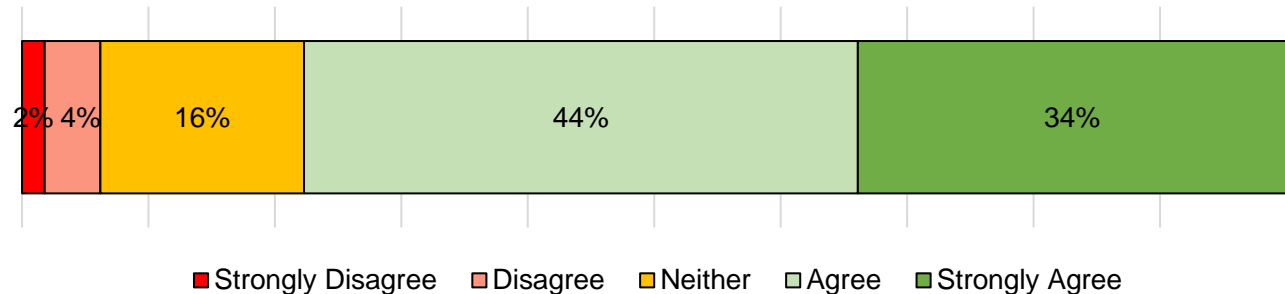


Q. How do you feel?



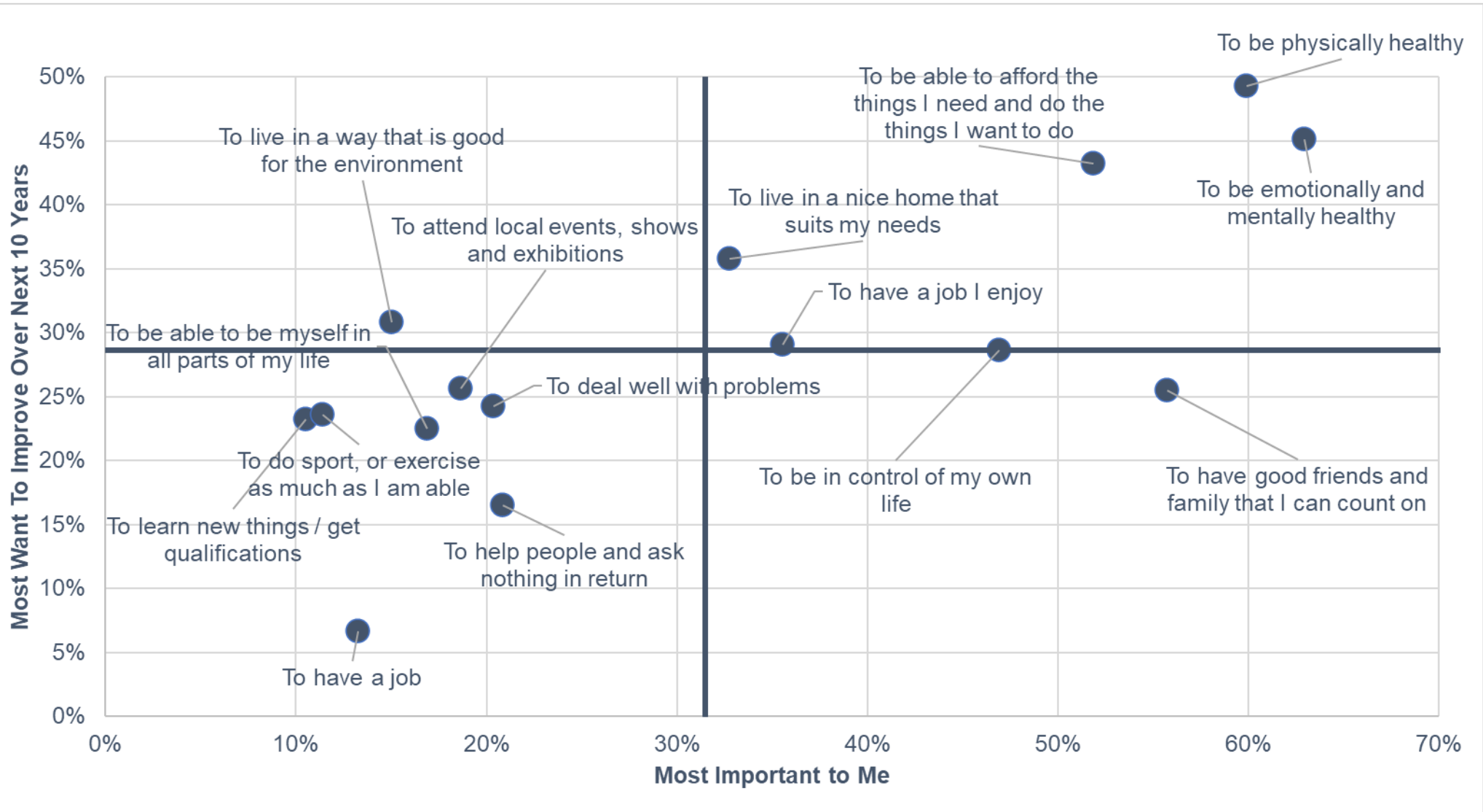
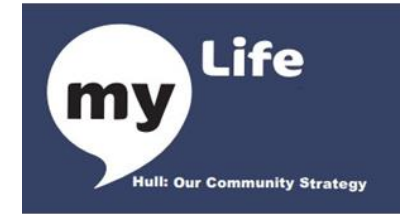
Q. How much do you agree with the statement:

"I am proud to be myself"



Legend: Strongly Disagree (Red), Disagree (Light Red), Neither (Yellow), Agree (Light Green), Strongly Agree (Dark Green)

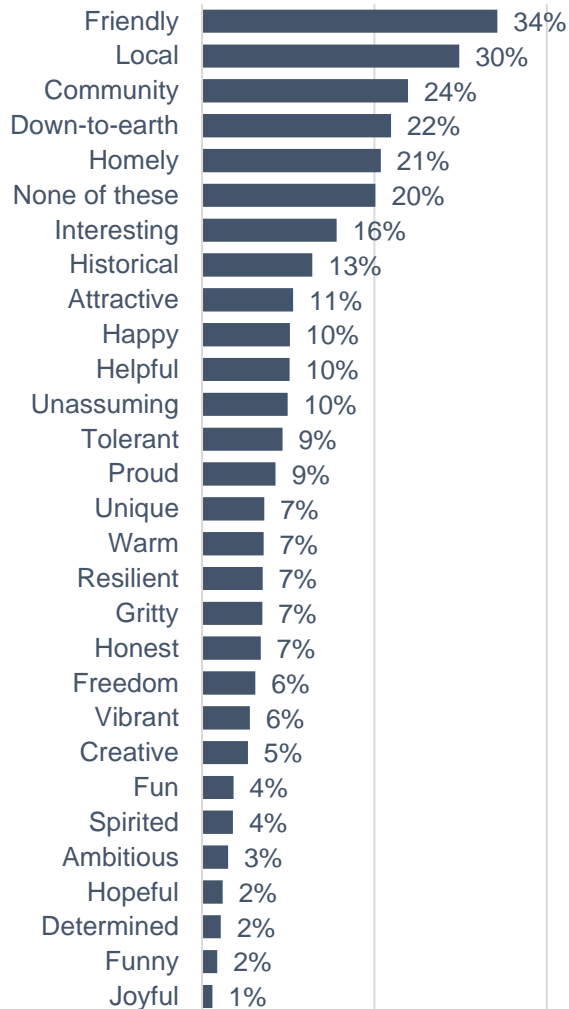
# My Life Quadrant



# My Street



Q. Which of the following words are you most likely to use to describe where you live?



Q. How do you feel?

I am unhappy with the area where I live



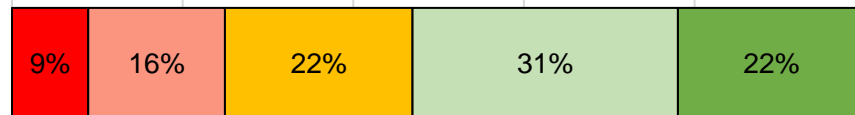
I am happy with the area where I live

I am not satisfied with the area where I live



I am satisfied with the area where I live

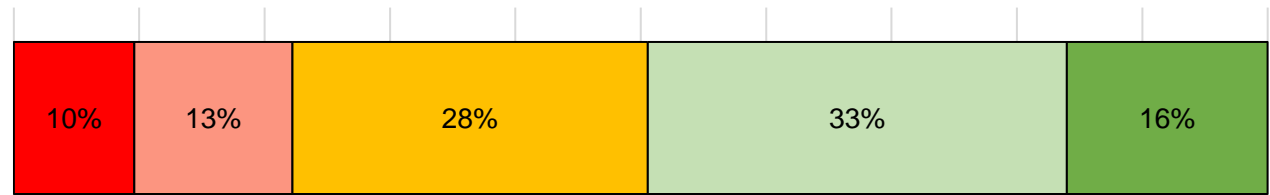
I don't feel like I belong to the area where I live



I feel like I belong to the area where I live

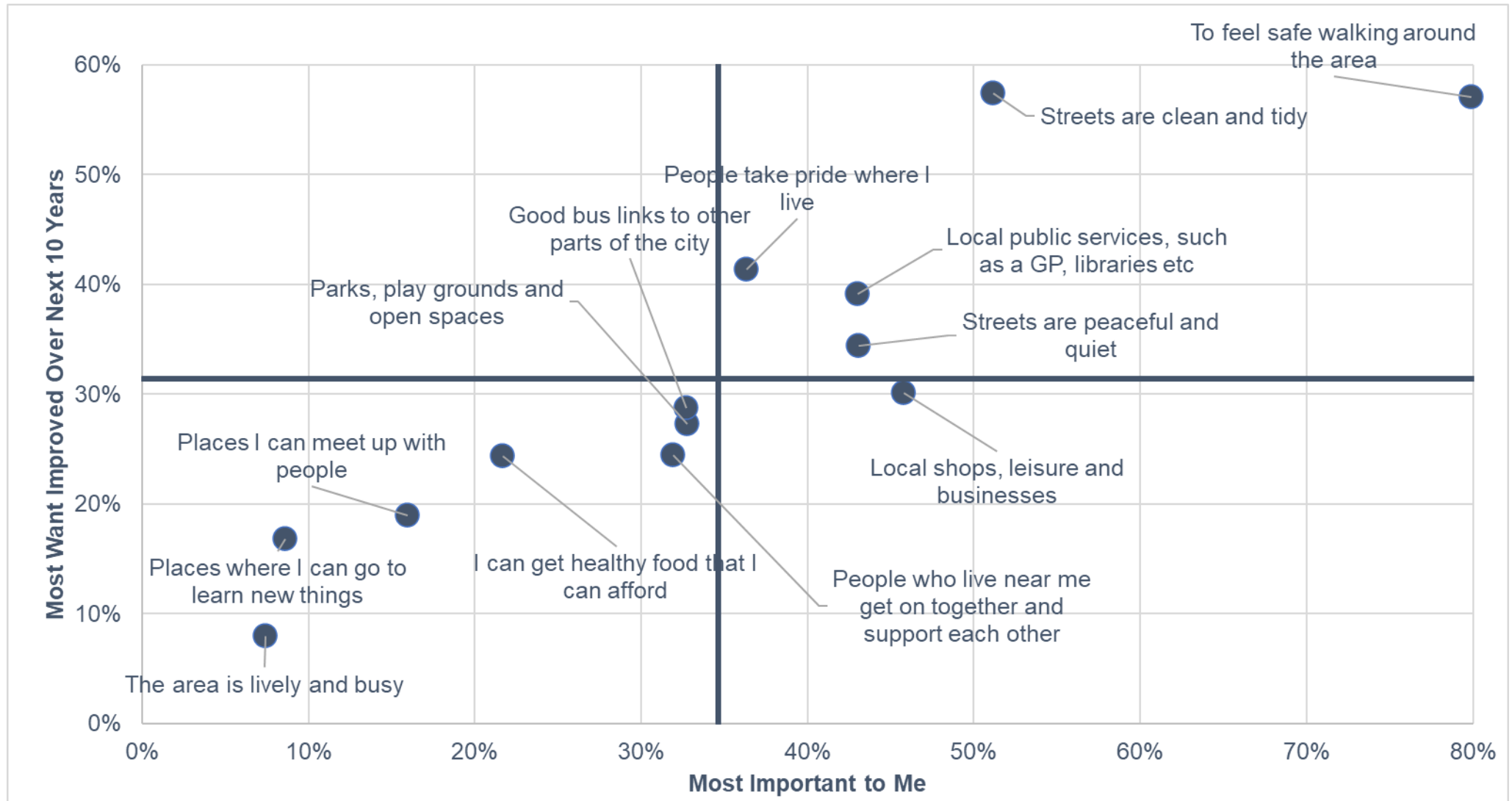
Q. How much do you agree with the statement:

"I am proud of the area where I live"



■ Strongly Disagree 
 ■ Disagree 
 ■ Neither 
 ■ Agree 
 ■ Strongly Agree

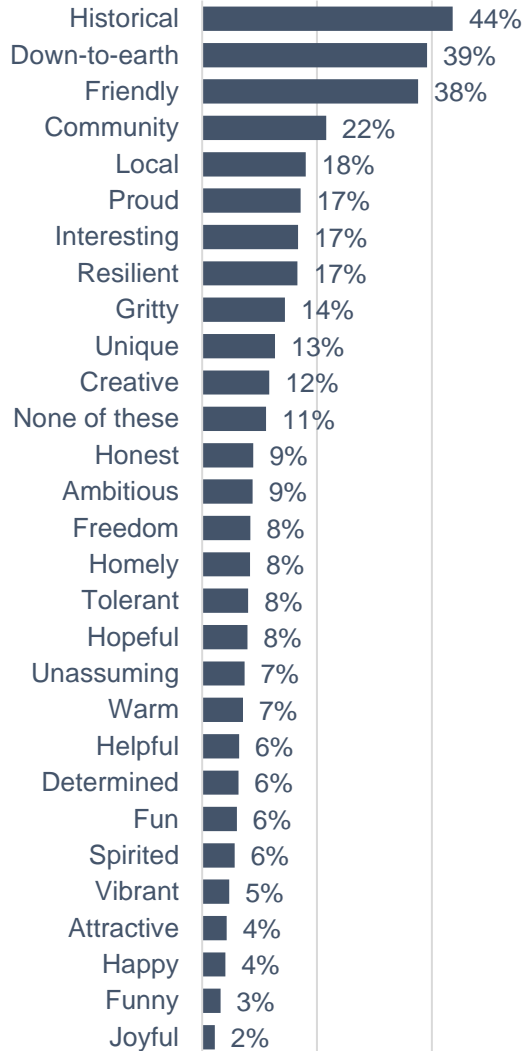
# My Street Quadrant



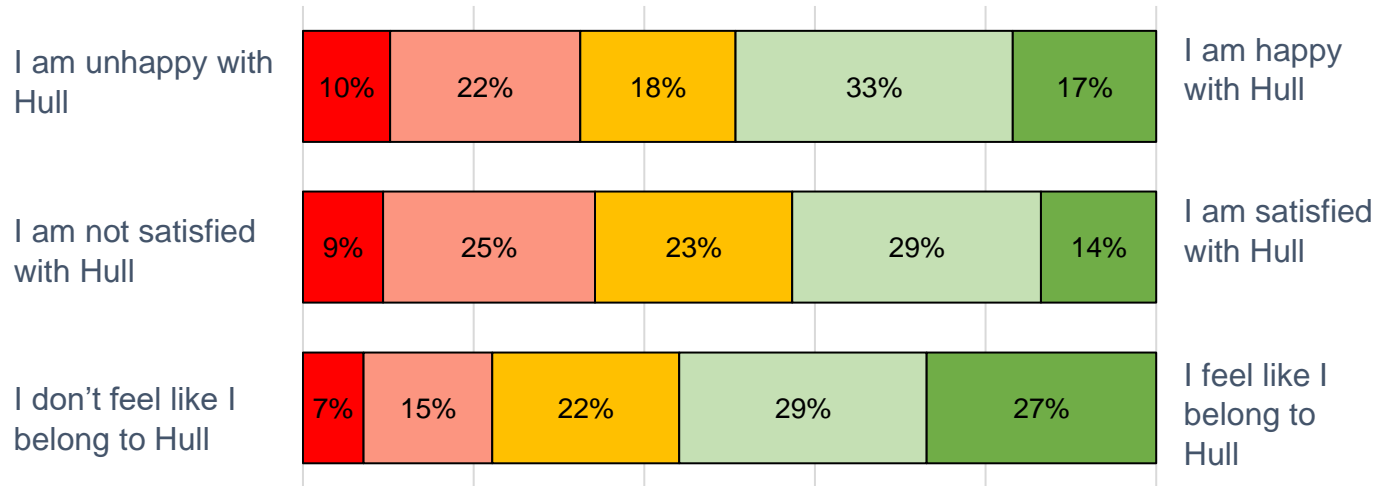
# My City



Q. Which of the following words are you most likely to use to describe Hull?

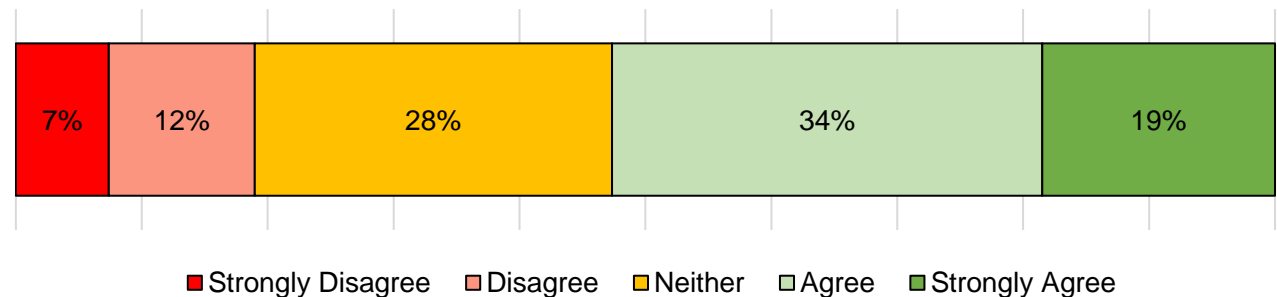


Q. How do you feel?



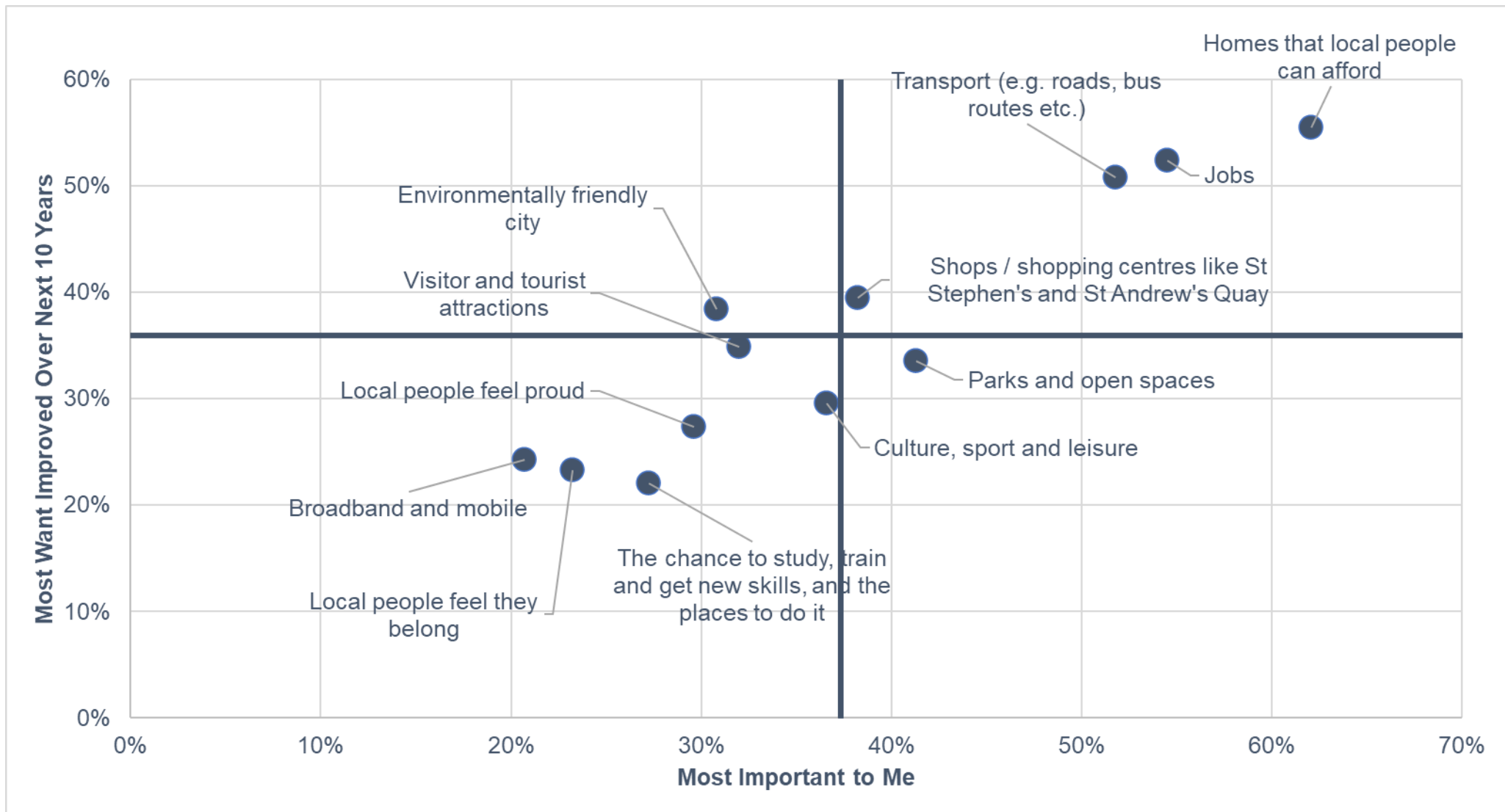
Q. How much do you agree with the statement:

"I am proud of Hull"



Legend: Strongly Disagree (Red), Disagree (Light Red), Neither (Yellow), Agree (Light Green), Strongly Agree (Green)

# My City Quadrant





Q. In 10 years' time, what would you like Hull to be known for?

