

**Survey Results  
September 2013**

People’s Panel   
September 2015   
Headline Analysis

Theme: Hull as a World Class Visitor Destination

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Introduction and Methodology

**Introduction**

This survey was conducted throughout September and October 2015. Questions covered the following topics:

* Participation and Engagement in Arts and Culture
* Views of Art and Culture
* Local History and Heritage
* Attracting Visitors
* Hull’s Reputation
* Volunteering

The People's Panel includes residents of both Hull and also the East Riding who often work, shop and use the entertainment facilities in Hull, as well as access some services such as healthcare.

**Methodology**

The survey was open to People’s Panel members, and non-members aged 16+ across Hull and East Riding, over a six week period in September and October 2015. It was made available both online and by post with interpretation and alternative formats provided on request.

Surveys were posted or emailed directly to just over 3,600 members. A non-member version of the survey was made available through the Hull City Council website and partnership websites, as well as from customer service centres and the call centre.

**Response Rate**

The total number of responses received was 1,709:

|  |  |  |
| --- | --- | --- |
| **Method** | **No** | **%** |
| Online – Member | 718 | 42% |
| Postal – Member | 651 | 38% |
| Postal – Non Member | 4 | 0% |
| Online – Non Member | 336 | 20% |

1,460 responses came from residents with a Hull postcode.

In order to achieve a confidence interval of under 3%, a sample size of 1,000 responses from Hull residents is required. The sample size of 1,460 means that any figures reported for Hull have a 2.56% confidence interval (e.g. the actual result could fall within +/– 2.56 percentage points of the reported figure).

217 responses came from residents with a valid East Riding postcode. Where relevant, responses from East Riding residents will be included in this analysis. However, the sample size is much smaller and respondents cannot be said to be representative of the East Riding population.

32 responses came from non members who did not provide a postcode.

Demographics and Weighting

The demographics of respondents from Hull are given below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Total** | | **1,460** | **Sample** | **Hull Population** |
| Gender | Male | 634 | 43.8% | 49.8% |
| Female | 813 | 56.2% | 50.2% |
| LLTI | Yes | 384 | 26.7% | 23.3% |
| No | 1054 | 73.3% | 76.7% |
| Age group | 16-34 | 110 | 7.8% | 36.6% |
| 35-44 | 149 | 10.6% | 15.5% |
| 45-54 | 266 | 18.9% | 16.6% |
| 55-64 | 352 | 24.9% | 13.1% |
| 65-74 | 377 | 26.7% | 9.8% |
| 75+ | 157 | 11.1% | 8.5% |
| Ethnic group | White British | 1331 | 97.2% | 90.2% |
| BME (Black and Minority Ethnicities) | 38 | 2.8% | 9.8% |

Survey responses from Hull are weighted to be demographically representative of the whole Hull population. All the results provided include a breakdown by the standard demographics above, with those results which differ significantly from the city average highlighted.

Responses are not weighted geographically. The table below shows the number of responses at ward level and the associated confidence intervals. Ward level results are not produced as all ward level results have significantly large confidence intervals and are therefore not reliable.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ward** | **Sample** | | **Hull Pop** | | **Confidence Interval** |
| Avenue | 127 | 8.8% | 11074 | 5.3% | 8.65 |
| Beverley | 77 | 5.3% | 7268 | 3.5% | 11.11 |
| Boothferry | 77 | 5.3% | 9879 | 4.7% | 11.13 |
| Bransholme East | 42 | 2.9% | 7681 | 3.7% | 15.08 |
| Bransholme West | 48 | 3.3% | 6423 | 3.1% | 14.09 |
| Bricknell | 92 | 6.4% | 6794 | 3.3% | 10.15 |
| Derringham | 71 | 4.9% | 9369 | 4.5% | 11.59 |
| Drypool | 94 | 6.5% | 10676 | 5.1% | 10.59 |
| Holderness | 77 | 5.3% | 10734 | 5.1% | 11.13 |
| Ings | 74 | 5.1% | 9917 | 4.8% | 11.35 |
| Kings Park | 64 | 4.4% | 8637 | 4.1% | 12.21 |
| Longhill | 41 | 2.8% | 9261 | 4.4% | 15.27 |
| Marfleet | 35 | 2.4% | 10605 | 5.1% | 16.54 |
| Myton | 85 | 5.9% | 13561 | 6.5% | 10.60 |
| Newington | 43 | 3.0% | 8940 | 4.3% | 14.91 |
| Newland | 40 | 2.8% | 10280 | 4.9% | 15.47 |
| Orchard Park and Greenwood | 58 | 4.0% | 10141 | 4.9% | 12.83 |
| Pickering | 64 | 4.4% | 9279 | 4.5% | 12.21 |
| Southcoates East | 46 | 3.2% | 6365 | 3.1% | 14.40 |
| Southcoates West | 37 | 2.6% | 6419 | 3.1% | 16.07 |
| St Andrew's | 31 | 2.1% | 6572 | 3.2% | 17.56 |
| Sutton | 70 | 4.9% | 10172 | 4.9% | 11.67 |
| University | 50 | 3.5% | 8396 | 4.0% | 13.82 |

Hull Customer Segmentation Profiles

Customer segmentation enables us to better understand our residents: who they are (socio demographics), what they do (behaviours) and how they think and feel (attitudes). We can identify and understand the differences between these groups; and so create, tailor and target services more effectively. The Hull Model was developed to address the flaws in other commercial models, by using local rather than just national data. This means it is more accurate and reflects Hull people and their needs much better.

The table below shows the number of responses by customer profile:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Group** | **Sample** | | **Hull Pop** | | **Confidence Interval** |
| A | 27 | 1.9% | 4908 | 2.4% | 18.81 |
| B | 18 | 1.2% | 4581 | 2.2% | 23.06 |
| C | 153 | 10.6% | 31063 | 14.9% | 7.90 |
| D | 166 | 11.5% | 31868 | 15.3% | 7.59 |
| E | 80 | 5.5% | 13152 | 6.3% | 10.92 |
| F | 186 | 12.9% | 20158 | 9.7% | 7.15 |
| G | 128 | 8.9% | 10146 | 4.9% | 8.61 |
| H | 266 | 18.4% | 35947 | 17.3% | 5.99 |
| I | 230 | 15.9% | 21330 | 10.3% | 6.43 |
| J | 41 | 2.8% | 11429 | 5.5% | 15.28 |
| K | 61 | 4.2% | 6822 | 3.3% | 12.49 |
| L | 76 | 5.3% | 14252 | 6.9% | 11.21 |
| M | 12 | 0.8% | 2384 | 1.1% | 28.22 |

The breakdown of responses by customer profile shows improved confidence intervals at segment level.

All the results provided in this report include a breakdown by customer profile, with those results which differ significantly from the city average highlighted.

Making Hull a First Class Visitor Destination

Participation and Engagement

Q. In the last year, how often have you done the following?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **None** | **1 – 3 Times** | **4 or More** | **At Least 1** |
| Taken part in an art or cultural event or activity | 62.6% | 25.4% | 11.9% | 37.3% |
| Attended an art or cultural event or activity | 33.0% | 44.6% | 22.4% | 67.0% |

Q. In the last year, have you done or taken part in any of these art or cultural activities?

|  |  |
| --- | --- |
| Reading for pleasure (not magazines/ newspapers etc) | 61.6% |
| None of these | 26.9% |
| Textile crafts e.g. embroidery/knitting | 13.4% |
| Painting, drawing or sculpture | 10.7% |
| Playing a musical instrument | 10.6% |
| Writing material - e.g. music/songs/ drama/ poetry etc. | 10.6% |
| Photography (not holiday/family) | 9.8% |
| Singing (to an audience /lessons/ choir etc but not karaoke) | 6.6% |
| Dancing (for an audience/in a class) | 5.7% |
| Other crafts e.g. calligraphy or pottery | 5.5% |
| Creating original artwork, animation or games on a computer | 5.2% |
| Performing (in a play/drama/opera/ musical theatre etc.) | 4.8% |
| Wood crafts e.g. carving or furniture | 4.0% |
| Making films/videos (not family etc.) | 3.9% |
| Performing street art e.g. in parks, streets or shopping centres | 3.6% |
| A carnival e.g. as a musician, dancer or costume maker | 2.6% |
| Historical re-enactment | 1.3% |

Q. In the last year, have you done or taken part in any of these art or cultural activities?

|  |  |
| --- | --- |
| Historic/heritage visit e.g. building, historic park, garden etc. | 52.9% |
| Museum exhibition | 49.6% |
| Exhibition in an art gallery | 45.9% |
| Film (not at home) | 42.6% |
| Play/ musical in a theatre | 40.6% |
| Festival | 36.3% |
| Music concert (jazz, orchestra etc.) | 34.5% |
| Gig/music concert (not a festival) | 32.3% |
| Street art performance e.g. in parks, streets or shopping centres | 27.0% |
| Photography exhibition | 17.1% |
| Exhibition in another venue | 16.1% |
| Painting, drawing, printmaking or sculpture exhibition | 14.9% |
| None of these | 12.3% |
| Talk/lecture about the arts/history | 11.1% |
| Dance performance e.g. ballet etc | 10.8% |
| Carnival | 8.9% |
| Poetry/book reading | 8.2% |

Q. In the last year, have you visited any of these places?

|  |  |
| --- | --- |
| City or town with historic character | 72.4% |
| Historic building (non-religious) | 55.2% |
| Historic park or garden | 50.3% |
| Monument e.g. castle, fort or ruin | 41.4% |
| Historic place of worship (as a visitor not to worship) | 34.5% |
| Historic transport system e.g. an old ship or railway | 31.3% |
| Place with industrial history e.g. an old factory, mill | 28.1% |
| Site of archaeological interest e.g. Roman villa, ancient burial site | 21.3% |
| None of these | 14.5% |
| Site connected with sports heritage e.g. Wimbledon, but not to watch | 3.9% |

Q. The previous questions were about activities in the arts and culture. Having answered these, we would like to again ask you: In the last year, how often have you done the following?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **None** | **1 – 3 Times** | **4 or More** | **At Least 1** |
| Taken part in an art or cultural event or activity | 58.8% | 25.2% | 15.9% | 41.1% |
| Attended an art or cultural event or activity | 27.8% | 37.4% | 34.9% | 72.3% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Before Prompt** | | **After Prompt** | |
|  | **None** | **At Least 1** | **None** | **At Least 1** |
| Taken part in an art or cultural event or activity | 62.6% | 37.3% | 58.8% | 41.1% |
| Attended an art or cultural event or activity | 33.0% | 67.0% | 27.8% | 72.3% |

**Taking Part in Art and Culture**

* Unprompted, nearly two thirds of respondents (63%) said they had not taken part in art or cultural activity or event in the last year.
* When presented with a list of possible activities, nearly two thirds (62%) of respondents said that they had read for pleasure in the last year and only 27% said they had done of the activities on the list.
* However, when asked again how many times they had taken part in an art or cultural activity or event in the last year, the number of respondents saying never remained high (59%). This suggests that many of the people who said they read for pleasure in the last year do not regard this as taking part in an art or cultural activity or event.
* **Attending Art and Culture**
* Unprompted, only one third of respondents (33%) said they had not attended an art or cultural activity or event in the last year. This shows the wide gap between attendance and participation in arts and culture in Hull.
* When presented with a list of possible activities, 53% of respondents stated they had taken part in a historic / heritage visit (e.g. to a building, historic park or garden etc). In fact, according to the next question, nearly three quarters of respondents (72%) have visited a city or town with historic character in the last year and over half have visited a historic building or park/garden in the last year.
* Other popular arts and culture attendance includes visiting museums (50%) and art galleries (46%).
* When asked again how many times they had attended an art or cultural activity or event in the last year, the number of respondents saying they never had, reduced slightly to 28%.

Views of Art and Culture

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither** | **4 Agree** | **5 Strongly Agree** | **Average Score** |
| Access to museums/galleries is important | 0.7% | 2.4% | 11.7% | 28.4% | 56.8% | 4.38 |
| It is important for local councils and other local organisations to support art/culture | 1.1% | 3.4% | 13.9% | 34.3% | 47.3% | 4.23 |
| Public money should support art/culture | 3.5% | 9.0% | 31.3% | 32.3% | 23.9% | 3.64 |
| Arts/culture make a difference where I live | 5.3% | 9.9% | 29.5% | 27.2% | 28.2% | 3.63 |
| Hull is great place for art and culture | 2.9% | 10.9% | 31.1% | 34.9% | 20.1% | 3.59 |
| Hull supports creative people and artists | 2.8% | 10.9% | 39.3% | 32.3% | 14.8% | 3.45 |
| There are lots of opportunities to get involved in art and culture if I want | 4.9% | 13.8% | 38.8% | 30.8% | 11.7% | 3.31 |
| I want to get involved in art and culture | 12.1% | 19.0% | 34.8% | 19.8% | 14.4% | 3.06 |
| I am an arty person | 17.7% | 25.2% | 31.1% | 15.4% | 10.7% | 2.76 |
| I am a bit of a culture vulture | 17.9% | 26.7% | 33.2% | 15.4% | 6.8% | 2.66 |
| I don't really understand the arts | 30.5% | 24.3% | 31.6% | 10.4% | 3.2% | 2.31 |
| I have no interest in the arts | 51.6% | 21.6% | 18.0% | 4.2% | 4.6% | 1.89 |
| Art and culture are not for people like me | 57.8% | 19.0% | 16.0% | 4.0% | 3.2% | 1.76 |
| Art and culture are for rich people | 59.0% | 21.8% | 11.7% | 5.1% | 2.3% | 1.70 |

Q. Which of the following do you think are the main three benefits to Hull of arts, cultural activities, facilities and events?

|  |  |
| --- | --- |
| Increases visitors/ tourists | 66.0% |
| Enhances the city's reputation | 47.8% |
| Develops local talent | 27.6% |
| Revitalises the city | 27.5% |
| Inspires local people | 27.3% |
| Improves trade for local business | 21.2% |
| Brings local communities together | 19.8% |
| Creates civic pride | 18.1% |
| Increases jobs and develops skills | 14.1% |
| Improves local facilities/ infrastructure | 13.7% |
| Increases opportunities to participate | 9.1% |
| Attracts/ retains business and industry | 7.6% |

* Respondents were most likely to agree that access to museums and galleries is important and that it is important for local councils and other local organisations to support art and culture.
* They are least likely to agree that they have no interest in the arts, that art and culture is not for people like them and that art and culture is for rich people.
* Respondents felt that the three main benefits to Hull of arts and culture are increased visitors / tourists, enhancing the city’s reputation and developing local talent.

History and Heritage

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **1 Strongly Disagree** | **2 Disagree** | **3 Neither** | **4 Agree** | **5 Strongly Agree** | **Average Score** |
| The waterfront of Hull should be refurbished | 1.3% | 2.7% | 14.7% | 33.5% | 47.8% | 4.2 |
| Hull is an important/ major port | 2.0% | 10.8% | 24.4% | 33.4% | 29.3% | 3.8 |
| Our maritime history needs focusing on | 1.9% | 8.7% | 31.7% | 34.9% | 22.8% | 3.7 |
| Hull was important to international migration | 3.9% | 8.9% | 35.6% | 31.8% | 19.8% | 3.5 |
| Hull's maritime story is still happening | 3.1% | 13.3% | 35.2% | 30.6% | 17.9% | 3.5 |
| Hull is important in world trade | 5.5% | 17.6% | 34.5% | 24.1% | 18.4% | 3.3 |
| Maritime heritage is the most important thing about Hull | 5.2% | 20.3% | 34.1% | 25.9% | 14.6% | 3.2 |
| Fishing should be the main focus | 13.3% | 32.9% | 38.3% | 9.7% | 5.8% | 2.6 |

* Respondents were most likely to agree that the waterfront of Hull should be refurbished.
* However, they are least likely to agree that fishing should be the main focus of Hull’s history and heritage story.

Q. Which of the following maritime history and heritage themes are you aware of, and which do you want to know more about?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Aware Of** | **Want To Know More** | **Neither** |
| The docks and their history | 78.9% | 24.9% | 3.9% |
| Entrepreneurship (Hull based businesses) | 34.7% | 32.4% | 35.5% |
| Yorkshires only maritime city | 59.9% | 29.4% | 14.0% |
| Hull as a major world trading route | 53.6% | 34.6% | 15.6% |
| Gateway for migration from Europe to North America | 48.8% | 31.7% | 22.7% |
| Australian / New Zealand trading | 20.0% | 43.3% | 37.8% |
| Links with the Hanseatic League of Europe | 16.9% | 42.9% | 42.4% |
| Hull’s role in the Industrial Revolution | 36.2% | 48.6% | 18.1% |
| Meaux Abbey / Founding of Hull | 33.5% | 52.7% | 18.9% |
| Deep sea fishing (trawlers) | 78.2% | 18.1% | 8.3% |
| The whaling industry | 72.6% | 20.1% | 11.4% |

In terms of Hull’s maritime history and heritage:

* Respondents feel they are most informed about the docks and their history, deep sea fishing and the whaling industry.
* They would like to know more about Hull’s role in the Industrial Revolution and Meaux Abbey / Founding of Hull.
* They show least interest in entrepreneurship in Hull, Australian / New Zealand trading and links with the Hanseatic League of Europe.

Q. Which five do you think we should focus on to market Hull to visitors?

|  |  |
| --- | --- |
| The docks and their history | 71.2% |
| Yorkshire's only maritime city | 59.8% |
| Hull as a major world trading route | 52.5% |
| Deep-sea fishing (trawlers) | 46.5% |
| Hull's role in the Industrial Revolution | 44.5% |
| Meaux Abbey/ the founding of Hull | 39.3% |
| The whaling industry | 31.2% |
| Gateway for migration to America | 27.6% |
| Entrepreneurship | 22.6% |
| Trade with Australia/ New Zealand | 14.2% |
| Links with the Hanseatic League | 10.1% |
| Other (please specify below) | 9.5% |

In terms of Hull’s maritime history and heritage:

* Respondents feel that, in order to attract visitors to Hull, we should focus on the docks and their history (71%), Hull as Yorkshire’s only maritime city (60%), Hull as a major world trading route (53%), deep sea fishing / trawlers (47%) and Hull’s role in the Industrial Revolution (45%).

Q. Which of the following non-maritime history and heritage themes are you aware of, and which do you want to know more about?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Aware Of** | **Want To Know More** | **Neither** |
| Hull’s role in the Renewable Energy industry | 71.9% | 23.7% | 11.3% |
| Hull’s architectural heritage | 56.8% | 38.9% | 13.6% |
| Hull’s art and creative sector | 49.9% | 33.6% | 21.4% |
| Story of Royal Charter (becoming Kings town) | 56.5% | 40.1% | 11.6% |
| Hull’s contribution to literature (past and present) | 55.2% | 35.1% | 15.6% |
| Hull’s contribution to science (past and present) | 35.2% | 53.5% | 17.6% |
| Hull’s famous people (past and present) | 66.7% | 36.1% | 6.2% |
| The Hull blitz | 72.1% | 33.3% | 4.3% |
| Hull’s industrial story | 47.8% | 45.3% | 12.8% |
| Abolition of slavery (Wilberforce) | 85.7% | 19.0% | 2.8% |
| Hull’s role in the English Civil War (Hull Siege) | 54.5% | 42.4% | 11.1% |

In terms of Hull’s non maritime history and heritage:

* Respondents feel they are most informed about Wilberforce and the abolition of slavery.
* They would like to know more about Hull’s contribution to science both past and present.

Q. Which five do you think we should focus on to market Hull to visitors?

|  |  |
| --- | --- |
| Abolition of slavery (Wilberforce) | 68.8% |
| Leaders in renewable energy | 57.5% |
| Hull's famous people | 46.4% |
| The Hull blitz | 44.8% |
| Hull's role in the English Civil War | 40.1% |
| The art and creative sector | 34.2% |
| Architectural heritage | 32.8% |
| New developments e.g. the Venue | 31.3% |
| Story of the Royal Charter | 29.1% |
| Contribution to science | 27.6% |
| Contribution to literature | 21.6% |
| Hull's industrial story | 20.9% |

In terms of Hull’s non-maritime history and heritage:

* Respondents feel that in order to attract visitors to Hull we should focus on Wilberforce and the abolition of slavery (69%), our leading role in renewable energy (58%), Hull’s famous people (46%), the blitz in Hull (45%) and Hull’s role in the English Civil War (40%).

Q. Is there anything else about Hull’s history, heritage, arts or culture we should promote?

438 respondents left a further comment about Hull’s history, heritage, arts or culture.

|  |  |
| --- | --- |
| Sport | 9% |
| Beverley Gate | 8% |
| People | 7% |
| Music | 6% |
| Museums | 5% |
| General Improved Publicity | 5% |



The majority of these (9%) mentioned Hull’s sporting heritage, including Ebenezer Cob Morley and the invention of the Football Association, Hull’s numerous high quality sports teams and clubs and venues such as the KC Stadium and KC Lightstream Arena.

A large number of comments (8%) mentioned Beverley Gate and specifically referenced proposed plans to fill in the site. The large number of comments about this is likely to be a result of recent publicity about plans for the site.

Other popular themes were Hull people (7%) particularly their warmth and friendliness, the local music scene and great music venues (6%), Hull’s numerous free museums (5%) and the need for improved publicity and marketing for Hull (5%)

Attracting Visitors

Q. Imagine that you are showing a visitor around the city – someone who has never visited before. Where would you take them to show the city off?



|  |  |
| --- | --- |
| Old Town | 43.5% |
| Museums Quarter / Museums | 38.6% |
| Marina | 37.8% |
| The Deep | 34.5% |
| Ferens Art Gallery | 15.9% |
| Princes / Newland Avenue | 10.4% |
| Humber Bridge | 9.8% |
| Queens Gardens | 8.8% |
| High Street | 8.7% |
| Holy Trinity | 8.5% |
| East Park | 8.3% |
| Maritime Museum | 8.2% |
| City Centre | 8.1% |
| Pier | 7.4% |
| Wilberforce House | 7.0% |
| Local Pubs | 6.8% |
| The Docks | 6.6% |
| Parks and Open Spaces | 5.3% |
| Fish Trail | 5.2% |
| Water Front | 4.9% |

* This proved a really popular question with 1155 of the total 1460 respondents leaving a comment. Some people even provided full walking tours of the city!
* The most popular places that respondents would take a visitor to the city were:
  + The Old Town 44%)
  + The Museums Quarter / Museums (39%)
  + The Marina (38%)
  + The Deep (35%)
  + Ferens Art Gallery (16%)
  + Princes / Newland Avenue Area (10.4%)
* Princes / Newland Avenue Area was mentioned largely in the context of going somewhere specifically for food / drink

Q. Which of the following do you think are the five most important things for Hull to attract visitors?

|  |  |
| --- | --- |
| Museums Quarter | 74.7% |
| The Deep | 72.1% |
| The Marina and Pier | 54.0% |
| Ferens Art Gallery | 35.8% |
| Maritime Museum | 34.1% |
| Holy Trinity Church | 33.7% |
| Fish trail | 21.2% |
| Fruit Market | 20.1% |
| Riverfront (Humber) | 19.4% |
| Queen's Gardens | 17.1% |
| St Stephen's | 16.1% |
| New Theatre | 15.3% |
| History Centre | 13.9% |
| Riverfront (Hull) | 13.4% |
| Larkin Trail | 8.4% |
| Hull Interchange | 6.4% |
| City Hall | 6.3% |
| The Guildhall | 6.0% |
| Princes Quay | 4.4% |
| St Mary's Church | 4.2% |
| Statues | 3.0% |
| Maister House | 2.5% |
| Prospect Centre | 2.3% |
| Ice Arena | 2.3% |

Q. Of these, which five should we prioritise for investment / refurbishment etc?

|  |  |
| --- | --- |
| The Marina and Pier | 49.5% |
| Fruit Market | 44.4% |
| Riverfront (Hull) | 41.4% |
| Queens Gardens | 35.3% |
| Museums Quarter | 34.9% |
| Riverfront (Humber) | 31.4% |
| Maritime Museum | 20.6% |
| Ferens Art Gallery | 20.4% |
| Princes Quay | 19.7% |
| Holy Trinity Church | 19.4% |
| New Theatre | 13.4% |
| Ice Arena | 13.3% |
| Hull Interchange | 12.7% |
| Fish trail | 11.9% |
| Prospect Centre | 9.3% |
| City Hall | 9.3% |
| St Mary's Church | 8.8% |
| Statues | 8.8% |
| The Deep | 7.9% |
| History Centre | 7.1% |
| Larkin Trail | 6.0% |
| The Guildhall | 3.5% |
| St Stephen's | 3.3% |
| Maister House | 2.5% |

* Respondents felt that the most important physical assets in Hull to attract visitors are the Museums Quarter (75%), the Deep (72%), the Marina and Pier (54%), Ferens Art Gallery (36%) and the Maritime Museum (34%).
* Respondents felt that the physical assets in Hull which should be prioritised for investment / refurbishment are the Marina and Pier (50%), Fruit Market (44%) River Hull Front (41%), Queens Gardens (35%) and the Museums Quarter (35%).

The following is the combined weighted ranking incorporating both the importance of the physical asset and its priority for investment / refurbishment:

1. Marina and Pier
2. Museums Quarter
3. Fruit Market
4. Ferens Art Gallery
5. Maritime Museum
6. Holy Trinity Church
7. Riverfront (Humber)
8. Queens Gardens
9. The Deep
10. Riverfront (Hull)
11. Fish Trail
12. New Theatre
13. History Centre
14. Princes Quay
15. Hull Interchange
16. City Hall
17. St Stephens
18. Larkin Trail
19. St Mary’s Church
20. Ice Arena
21. Statues
22. Prospect Centre
23. The Guildhall
24. Maister House

Q. Which of the following do you think are the five most important in terms of attracting visitors?

|  |  |
| --- | --- |
| Big-name music concerts | 60.9% |
| National events (e.g. Turner Prize) | 49.7% |
| Hotels | 43.5% |
| Outdoor events | 43.0% |
| New visitor attractions | 41.2% |
| Historical buildings | 36.4% |
| Big-name theatre productions | 35.7% |
| Shops | 33.3% |
| Concert venue | 27.1% |
| Restaurants | 26.4% |
| Iconic buildings | 21.4% |
| Business / academic conferences | 17.5% |
| Hostels | 9.4% |
| Camp/ Caravan sites | 9.4% |
| Independent cinema | 6.2% |
| Other (please specify) | 5.5% |
| More theatres | 5.3% |

* Respondents felt that big name music concerts (61%), national events (50%), hotels (44%), outdoor events (43%) and new visitor attractions (41%) were the most important things to attract more visitors to the city.

Q. Would you take a visitor out into the East Riding?

|  |  |
| --- | --- |
| Yes | 91.1% |
| No | 8.9% |

Q. Where would you take them?

|  |  |
| --- | --- |
| Market town (e.g. Beverley) | 78.9% |
| Seaside town (e.g. Bridlington) | 61.3% |
| The Wolds | 47.3% |
| Spurn Point | 45.4% |
| Stately homes/ historic sites | 42.2% |
| Food/ restaurants | 32.5% |
| Retail/ shopping | 20.4% |
| Event | 12.0% |
| Other | 7.6% |

* Almost all respondents (91%) would take a visitor to the East Riding with the largest majority taking them to either a nearby market town (79%) and / or a nearby seaside town (61%).
* Popular named locations within the East Riding include:
* Burton Agnes
* Burton Constable
* Beverley
* Bridlington
* Hornsea
* Sewerby
* Scarborough
* Sewerby
* Scarborough
* Sledmere
* Flamborough
* Whitby

Q. What kinds of activity do you think people visit the East Riding of Yorkshire for?

|  |  |
| --- | --- |
| Walking and Hiking | 78.0% |
| Wildlife and Nature | 74.1% |
| Camping / Caravanning | 46.8% |
| Other | 19.2% |

Hull’s Reputation

Q. Since winning the City of Culture 2017, do you think the amount of coverage that Hull has had in the national / international media has changed?

|  |  |
| --- | --- |
| More | 51.8% |
| Less | 3.2% |
| Stayed the Same | 45.0% |

* Over half (52%) of respondents felt that since winning City of Culture 2017 the amount of coverage that Hull has had in the national / international media has increased.
* Most of the remaining respondents (45%) felt coverage has remained the same. Only a small proportion (3%) felt that coverage has decreased.

Q. Has the way that Hull is portrayed in the media changed?

|  |  |
| --- | --- |
| More Positive | 50.8% |
| Less Positive | 6.0% |
| Stayed the Same | 43.2% |

* Over half (51%) of respondents felt that, since winning City of Culture 2017, the coverage that Hull has had in the national / international media has been more positive.
* Most of the remaining respondents (43%) felt that the way Hull is portrayed has stayed the same. Only a small proportion (6%) felt that national / international media has been less positive.

Q. If you were talking to someone not from Hull, which of the following phrases best describes how you would talk about the city?

|  |  |
| --- | --- |
| Critical without being asked | 5.4% |
| Critical if specifically asked | 8.7% |
| Neutral about Hull | 16.0% |
| Speak highly if specifically asked | 15.8% |
| Speak highly without being asked | 54.0% |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **September 2015** | **June 2014** | **March 2012** |
| Critical without being asked | 5.4% | 6.2% | 6% |
| Critical if specifically asked | 8.7% | 11.6% | 14% |
| Neutral about Hull | 16.0% | 19.9% | 27% |
| Speak highly if specifically asked | 15.8% | 17.2% | 18% |
| Speak highly without being asked | 54.0% | 45.1% | 35% |

* Over half (54%) of respondents would speak highly of Hull without being asked. In fact a total of 70% of respondents would speak positively of Hull compared to just 14% who would be critical.
* The proportion of residents who would speak highly of Hull (70%) has increased since June 2014 (62%) and March 2012 (53%). Conversely the proportion who would be critical (14%) has decreased since June 2014 (18%) and March 2012 (20%).

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

|  |  |
| --- | --- |
| Strongly Disagree | 4.5% |
| Disagree | 3.9% |
| Neither | 16.1% |
| Agree | 37.6% |
| Strongly Agree | 38.0% |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **September 2015** | **June 2014** | **March 2012** |
| Strongly Disagree | 4.5% | 2.4% | 4% |
| Disagree | 3.9% | 8.1% | 10% |
| Neither | 16.1% | 21.9% | 20% |
| Agree | 37.6% | 38.5% | 37% |
| Strongly Agree | 38.0% | 29.2% | 29% |

* Over one third (38%) of respondents strongly agree that they are proud to live in Hull. In fact, over three quarters (76%) strongly agree or agree that they are proud to live in Hull compared to just 8% who disagree or strongly disagree with the statement.
* The proportion of residents who agree or strongly agree that they are proud to live in Hull (76%) has increased since June 2014 (68%) and March 2012 (66%). Conversely the proportion who would be critical (8%) has decreased since June 2014 (11%) and March 2012 (14%).

Volunteering

Q. Do you have an interest in volunteering at activities or events, as part of making Hull a world class visitor destination, for example at City of Culture, Freedom Festival etc?

|  |  |
| --- | --- |
| Yes | 23.6% |
| No | 41.3% |
| Maybe | 35.1% |

Q. Which of the following would make it more likely that you would volunteer?

|  |  |
| --- | --- |
| I get free tickets for shows/ events | 40.2% |
| Nothing would make it more likely | 28.7% |
| I get training | 27.0% |
| I get the chance to see previews (of shows etc) | 25.7% |
| I can volunteer with people I know | 19.0% |
| I can use it as a job reference | 19.0% |
| I get a qualification on completion | 18.8% |
| I get travel expenses | 17.6% |
| Other (please specify) | 14.3% |

Q. Which of the following would make it more likely that you would volunteer?

|  |  |
| --- | --- |
| Having to take time off work | 41.9% |
| Having to use annual leave | 34.1% |
| Having to work hours that don't suit me/ my lifestyle | 31.1% |
| Nothing would make it less likely | 20.3% |
| Being able to get to where I am needed | 16.9% |
| Having to be on my feet all day | 16.4% |
| My own personal safety | 13.9% |
| I have an illness or disability | 13.3% |
| I have caring responsibilities | 11.1% |
| Whether it will affect my benefits | 8.6% |
| Dealing with the public | 6.3% |
| Other (please specify) | 4.2% |

* Approximately a quarter (24%) of respondents are interested in volunteering at activities or events, as part of making Hull a world class visitor destination, for example at City of Culture, Freedom Festival etc. A further 35% are unsure.
* Residents would be more likely to volunteer if they could get free tickets for shows and events. They would also be interested in training and the chance to see previews of shows and events.
* Residents would be less likely to volunteer if they had to take time off work, use annual leave or if they had to work hours that did not suit their lifestyle. They would not be put off by having to deal with members of the public.

**Analysis by Demographic**

**% saying have never taken part or attended an art or cultural event or activity in the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Never taken part in an art or cultural event or activity | 62.6% | 56.3% | 60.5% | 65.0% | 57.6% | 54.1% | 58.4% | 73.2% | 70.5% | 78.7% | 69.1% | 60.9% | 49.8% | 63.2% |
| Never attended an art or cultural event or activity | 33.0% | 20.1% | 32.1% | 34.2% | 28.8% | 25.9% | 26.1% | 39.1% | 42.6% | 54.1% | 43.8% | 29.8% | 8.0% | 34.4% |

* Respondents from the East Riding are significantly more likely to have attended an art or cultural event or activity.
* Typically younger respondents are more likely to have both taken part and attended an art or cultural event or activity than older people.
* Respondents with an LLTI are significantly less likely to have attended an art or cultural event or activity.
* Respondents from BME backgrounds are significantly more likely to have attended an art or cultural event or activity.

**% saying they have done or taken part in the following during the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Dancing | 5.7% | 7.8% | 4.2% | 7.0% | 9.0% | 6.2% | 4.1% | 1.3% | 4.8% | 2.3% | 3.3% | 6.4% | 4.4% | 5.4% |
| Singing | 6.6% | 5.1% | 5.7% | 7.3% | 4.6% | 7.3% | 7.3% | 7.1% | 7.5% | 6.4% | 5.3% | 6.9% | 8.7% | 6.5% |
| Playing a musical instrument | 10.6% | 7.8% | 13.4% | 7.9% | 14.9% | 14.1% | 8.7% | 5.4% | 6.3% | 6.3% | 11.5% | 10.3% | 19.2% | 10.3% |
| Writing material | 10.6% | 6.5% | 11.6% | 9.7% | 14.0% | 15.0% | 10.8% | 5.1% | 8.0% | 3.8% | 13.1% | 9.9% | 15.9% | 10.1% |
| Performing | 4.8% | 1.8% | 4.9% | 4.8% | 7.3% | 4.4% | 4.2% | 3.9% | 3.9% | 1.3% | 3.7% | 5.2% | 10.2% | 4.3% |
| Historical Re-enactment | 1.3% | 1.8% | .7% | 1.7% | 1.8% | 1.9% | .7% | .6% | .8% | 1.2% | .2% | 1.6% | 0.0% | 1.1% |
| A carnival | 2.6% | 2.8% | 1.8% | 3.3% | 2.7% | 1.9% | 5.9% | 1.1% | .8% | 2.0% | 2.8% | 2.5% | 2.1% | 2.7% |
| Performing street art | 3.6% | 2.8% | 4.4% | 2.9% | 5.6% | 4.8% | 3.1% | .8% | 2.2% | 1.4% | 1.2% | 4.3% | 6.7% | 3.0% |
| Painting, drawing or sculpture | 10.7% | 10.1% | 8.2% | 12.7% | 17.4% | 9.8% | 7.8% | 7.1% | 6.3% | 4.9% | 11.3% | 10.3% | 21.1% | 10.0% |
| Photography | 9.8% | 12.0% | 13.8% | 6.0% | 10.1% | 10.3% | 11.3% | 7.2% | 10.1% | 6.9% | 10.9% | 9.4% | 7.9% | 10.1% |
| Making films / videos | 3.9% | 2.8% | 4.9% | 2.8% | 4.6% | 6.1% | 3.4% | 2.2% | 2.4% | 2.4% | 4.4% | 3.7% | 4.6% | 3.8% |
| Creating on a computer | 5.2% | 1.8% | 6.0% | 4.5% | 7.3% | 7.7% | 4.4% | 1.4% | 3.7% | 3.0% | 4.8% | 5.2% | 11.3% | 5.0% |
| Textile crafts | 13.4% | 18.0% | 1.3% | 24.6% | 18.9% | 10.5% | 10.2% | 11.3% | 12.6% | 9.5% | 18.9% | 11.8% | 12.7% | 13.4% |
| Wood crafts | 4.0% | 1.4% | 6.3% | 1.8% | 3.8% | 6.6% | 4.3% | 1.6% | 3.5% | 4.3% | 4.4% | 3.8% | 7.0% | 3.7% |
| Other crafts | 5.5% | 6.9% | 4.1% | 6.7% | 4.7% | 6.7% | 6.3% | 6.1% | 4.3% | 3.8% | 4.7% | 5.5% | 11.6% | 5.2% |
| Reading for pleasure | 61.6% | 69.1% | 54.8% | 67.6% | 63.5% | 67.1% | 62.4% | 56.3% | 64.0% | 53.4% | 62.6% | 61.3% | 45.4% | 62.8% |
| None of these | 26.9% | 21.7% | 31.9% | 22.5% | 18.8% | 24.2% | 26.9% | 36.3% | 28.8% | 38.1% | 25.7% | 27.2% | 25.9% | 26.9% |

* Respondents from the East Riding are significantly less likely to have taken part in performing, creating original artwork using a computer but are significantly more likely to have read for pleasure.
* Males are significantly more likely to have taken part in photography, wood crafts or none of the activities listed whilst females are significantly more likely to have taken part in textile crafts and reading for pleasure.
* Respondents aged 16 – 34 are significantly more likely to have taken part in a number of activities including dancing, playing an instrument, painting drawing or sculpture and textile crafts. They are significantly less likely to have selected none of the activities listed.
* Respondents aged 55 – 64 and those aged 75 + are significantly less likely to have taken part in a number of activities including dancing, playing an instrument, writing material, performing street art and creating artwork on a computer. They are significantly more likely to have selected none of the activities listed.
* Respondents with an LLTI are significantly more likely to have taken part in textile crafts and significantly less likely to have taken part in performing street art.
* Respondents from BME backgrounds are significantly more likely to have taken part in a number of activities including playing an instrument, performing, painting, drawing or sculpting, creating artwork on a computer or other crafts. However they are significantly less likely to have read for pleasure.

**% saying they have attended any of the following during the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Music concert | 34.5% | 36.4% | 37.2% | 31.8% | 38.3% | 37.8% | 41.4% | 28.0% | 26.5% | 23.6% | 27.7% | 36.3% | 63.2% | 33.1% |
| Exhibition in art gallery | 45.9% | 59.4% | 47.1% | 44.3% | 44.6% | 49.9% | 47.4% | 42.0% | 51.5% | 39.3% | 40.5% | 47.6% | 61.1% | 45.3% |
| Play / musical at theatre | 40.6% | 59.9% | 35.5% | 45.4% | 40.1% | 46.7% | 42.5% | 39.4% | 41.8% | 27.1% | 31.5% | 43.3% | 42.2% | 41.1% |
| Dance performance | 10.8% | 18.9% | 8.7% | 12.8% | 12.5% | 11.5% | 10.3% | 8.8% | 11.2% | 6.8% | 4.2% | 12.6% | 15.1% | 10.3% |
| Poetry / book reading | 8.2% | 8.8% | 8.5% | 8.1% | 9.2% | 9.5% | 9.1% | 7.3% | 7.4% | 5.9% | 9.0% | 8.1% | 15.5% | 8.0% |
| Talk / lecture | 11.1% | 14.7% | 11.9% | 10.4% | 13.7% | 7.9% | 11.2% | 9.0% | 12.6% | 9.0% | 11.2% | 11.1% | 28.5% | 10.2% |
| Painting, drawing printing or sculpture exhibition | 14.9% | 23.5% | 16.0% | 13.8% | 16.4% | 17.6% | 17.0% | 12.8% | 10.7% | 8.7% | 11.4% | 16.0% | 16.5% | 15.3% |
| Photography exhibition | 17.1% | 19.4% | 20.1% | 14.4% | 19.0% | 21.6% | 18.5% | 12.2% | 15.1% | 7.6% | 11.9% | 18.8% | 19.2% | 17.3% |
| Museum exhibition | 49.6% | 60.8% | 49.7% | 49.1% | 49.8% | 57.9% | 50.8% | 46.5% | 48.0% | 38.2% | 39.6% | 52.6% | 60.3% | 48.6% |
| Exhibition in another venue | 16.1% | 21.2% | 18.3% | 13.8% | 18.4% | 15.1% | 16.2% | 17.6% | 13.2% | 10.5% | 15.9% | 16.0% | 23.2% | 15.5% |
| Gig / music concert | 32.3% | 35.0% | 35.3% | 29.4% | 37.3% | 43.4% | 39.4% | 25.2% | 18.1% | 8.1% | 19.1% | 36.0% | 46.4% | 31.6% |
| Festival | 36.3% | 34.6% | 37.9% | 34.5% | 48.1% | 46.6% | 35.4% | 26.9% | 20.2% | 10.3% | 21.6% | 40.9% | 61.3% | 34.8% |
| Carnival | 8.9% | 8.3% | 10.6% | 7.4% | 9.2% | 8.7% | 14.4% | 8.4% | 4.9% | 1.8% | 5.5% | 10.0% | 6.7% | 8.5% |
| Street art performance | 27.0% | 30.9% | 28.1% | 26.3% | 33.6% | 28.4% | 29.8% | 23.1% | 17.5% | 13.2% | 19.2% | 29.5% | 46.2% | 25.7% |
| Film | 42.6% | 47.0% | 38.0% | 46.5% | 53.4% | 51.9% | 45.0% | 32.3% | 23.4% | 20.5% | 30.7% | 46.2% | 45.6% | 42.7% |
| Historic / heritage visit | 52.9% | 62.7% | 52.4% | 53.4% | 56.5% | 56.5% | 54.4% | 49.9% | 48.7% | 39.5% | 50.1% | 53.5% | 69.6% | 51.9% |
| None of these | 12.3% | 4.6% | 13.8% | 11.0% | 7.3% | 6.4% | 10.1% | 19.5% | 16.0% | 28.8% | 17.7% | 10.6% | 3.6% | 12.5% |

* Respondents from the East Riding are significantly more likely to have attended a number of activities including exhibitions in an art gallery, a play or musical at the theatre, a dance performance, a n exhibition of painting, printing or sculpture, an exhibition in a museum and a historic / heritage visit. They are significantly less likely to have selected none of the activities listed.
* Females are significantly more likely to have attended a play or musical at the theatre than males.
* Younger people (aged 16 – 44) are significantly more likely to have attended a number of activities including exhibitions in an exhibition in a museum, a gig or music concert, a festival, a street art performance or a film. They are significantly less likely to have selected none of the activities listed.
* Older respondents (aged 45 +) are significantly less likely to have taken part in a number of activities including a gig / music concert, a festival, a street art performance or a film. Respondents aged 55 – 64 and those aged 75 + are significantly more likely to have selected none of the activities listed.
* Residents with an LLTI are significantly less likely to have attended a large number of the activities listed including a music concert, play or musical at the theatre, dance performance, photography exhibition, museum exhibition, gig or music concert, festival, carnival, street art performance or film. They are significantly more likely to have selected none of the activities listed.
* Respondents from BME backgrounds are significantly more likely to have attended a large number of the activities listed including a music concert, an exhibition in an art gallery, a poetry / book reading, a talk / lecture, a gig or music concert, a festival, street art performance or a historic / heritage visit. They are significantly less likely to have selected none of the activities listed.

**% saying they have visited any of the following during the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| City or town with historical character | 72.4% | 82.5% | 75.5% | 69.4% | 75.8% | 75.3% | 77.9% | 70.3% | 68.5% | 54.1% | 69.6% | 73.5% | 74.4% | 72.2% |
| Historic building | 55.2% | 71.9% | 56.7% | 53.8% | 61.1% | 58.4% | 60.9% | 50.8% | 48.8% | 35.1% | 52.1% | 56.1% | 53.4% | 55.5% |
| Historic park or garden | 50.3% | 63.6% | 50.7% | 50.2% | 56.1% | 55.3% | 54.4% | 45.4% | 40.3% | 34.2% | 39.8% | 53.6% | 64.5% | 49.7% |
| Place with industrial history | 28.1% | 41.5% | 32.5% | 24.0% | 31.0% | 28.3% | 36.1% | 26.4% | 21.6% | 12.4% | 23.6% | 29.6% | 42.1% | 27.4% |
| Historic transport system | 31.3% | 36.4% | 36.3% | 26.7% | 30.0% | 30.4% | 31.8% | 31.8% | 34.1% | 27.8% | 28.2% | 32.2% | 37.1% | 31.3% |
| Historic place of worship | 34.5% | 49.8% | 39.0% | 30.2% | 28.2% | 38.9% | 32.5% | 41.3% | 41.3% | 32.5% | 34.9% | 34.4% | 36.3% | 35.0% |
| Monument | 41.4% | 53.5% | 44.5% | 37.9% | 43.0% | 49.3% | 44.8% | 38.1% | 41.1% | 21.9% | 30.8% | 44.6% | 49.2% | 41.4% |
| Site or archaeological interest | 21.3% | 25.8% | 25.3% | 17.4% | 22.9% | 23.9% | 26.7% | 19.2% | 15.6% | 11.0% | 19.1% | 21.8% | 25.3% | 21.5% |
| Site connected to sports heritage | 3.9% | 6.0% | 5.4% | 2.5% | 2.7% | 4.4% | 7.8% | 4.8% | 3.5% | 0.0% | 1.8% | 4.6% | 6.7% | 3.5% |
| None of these | 14.5% | 6.0% | 13.8% | 15.0% | 10.7% | 13.5% | 12.2% | 18.1% | 16.5% | 23.5% | 15.4% | 14.0% | 9.7% | 14.8% |

* Respondents from the East Riding are significantly more likely to have visited a large number of the places listed. They are significantly less likely to have selected none of the places listed.
* Males are significantly more likely to have visited a place with industrial history, an historic transport system or a historic place of worship.
* Respondents aged 16 – 34 are significantly more likely to have visited an historic building or an historic park or garden. However they are significantly less likely to have visited an historic place of worship.
* Respondents aged 75 + are significantly less likely to have visited a large number of the places listed. They are significantly less likely to have selected none of the places listed.
* Respondents with an LLTI are significantly less likely to have visited an historic park or garden or a monument.
* Respondents from BME backgrounds are significantly more likely to have visited an historic park or garden or a place with industrial heritage.

**% saying they have never taken part or attended an art or cultural event or activity in the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Never taken part in an art or cultural event or activity | 58.8% | 51.0% | 60.1% | 57.9% | 52.2% | 54.4% | 51.4% | 68.5% | 66.8% | 81.5% | 66.1% | 56.9% | 39.0% | 59.7% |
| Never attended an art or cultural event or activity | 27.8% | 19.1% | 28.1% | 27.6% | 19.4% | 19.8% | 22.9% | 33.6% | 37.2% | 58.7% | 40.1% | 24.0% | 3.8% | 29.0% |

* When Panel members were asked this question again for a second time following prompts about different types of art and cultural activities, the major difference was in 16 – 34 who now became significantly more likely to both take part and to attend an art or cultural activity.
* This suggests that 16 – 34 year olds take part in a lot of activities that unprompted they were not aware were classed as arts and cultural activities.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Arts/culture make a difference where I live | 55.3% | 62.3% | 55.8% | 54.4% | 63.0% | 58.5% | 54.0% | 44.0% | 46.3% | 48.8% | 47.3% | 57.5% | 77.7% | 53.4% |
| Access to museums/galleries is important | 85.2% | 89.8% | 83.6% | 86.3% | 83.6% | 89.3% | 86.9% | 85.7% | 84.3% | 84.4% | 86.5% | 84.7% | 86.5% | 85.3% |
| Art and culture are not for people like me | 7.2% | 4.7% | 6.9% | 7.5% | 3.6% | 7.1% | 7.1% | 8.5% | 10.4% | 12.5% | 9.6% | 6.4% | 0.0% | 7.2% |
| There are lots of opportunities to get  involved in art and culture if I want | 42.5% | 42.9% | 43.2% | 41.9% | 45.6% | 37.5% | 40.6% | 37.1% | 44.9% | 47.4% | 43.4% | 42.0% | 56.4% | 41.5% |
| I am an arty person | 26.1% | 24.4% | 22.5% | 29.2% | 36.4% | 22.7% | 26.3% | 16.1% | 18.6% | 13.2% | 27.1% | 25.5% | 39.5% | 24.8% |
| It is important for local councils and other  local organisations to support art/culture | 81.6% | 85.0% | 79.8% | 83.1% | 91.8% | 81.0% | 78.4% | 70.3% | 74.5% | 77.9% | 83.6% | 80.9% | 95.0% | 80.7% |
| Art and culture are for rich people | 7.5% | 5.6% | 9.1% | 6.0% | 5.6% | 8.2% | 8.3% | 11.0% | 8.2% | 4.4% | 5.8% | 7.9% | 4.6% | 7.1% |
| I don't really understand the arts | 13.6% | 14.1% | 14.0% | 13.2% | 10.9% | 13.8% | 14.6% | 15.8% | 15.4% | 14.1% | 12.7% | 13.4% | 6.7% | 13.5% |
| I am a bit of a culture vulture | 22.1% | 23.2% | 22.8% | 21.5% | 24.7% | 23.6% | 21.0% | 18.0% | 20.7% | 14.5% | 19.3% | 22.8% | 35.7% | 20.8% |
| Public money should support art/culture | 56.1% | 67.5% | 57.5% | 54.9% | 56.4% | 62.7% | 52.3% | 49.8% | 55.1% | 55.1% | 55.8% | 56.0% | 77.7% | 54.3% |
| I have no interest in the arts | 8.8% | 4.6% | 9.2% | 8.3% | 4.5% | 8.7% | 7.8% | 13.6% | 14.8% | 10.5% | 9.5% | 8.4% | 2.1% | 8.7% |
| I want to get involved in art and culture | 34.2% | 31.8% | 30.5% | 37.6% | 51.7% | 34.8% | 29.2% | 19.9% | 22.2% | 12.9% | 32.6% | 34.6% | 71.8% | 31.7% |
| Hull supports creative people and artists | 47.0% | 47.7% | 43.7% | 50.3% | 51.7% | 44.2% | 46.8% | 40.7% | 47.3% | 50.2% | 50.7% | 46.0% | 33.8% | 48.5% |
| Hull is great place for art and culture | 55.1% | 49.8% | 49.7% | 60.2% | 60.8% | 50.2% | 55.0% | 46.7% | 49.1% | 64.5% | 59.2% | 53.9% | 47.0% | 55.5% |

**% agreeing / strongly agreeing with the following statements:**

* Respondents from the East Riding are significantly more likely to agree that public money should be used to support art / culture. They are significantly less likely to agree that they have no interest in the arts.
* Females are significantly more likely to agree that Hull is a great place for art and culture than males.
* Younger people (aged 16 – 34) are significantly more likely to agree that arts and culture make a difference where they live, that they are an arty person, that it is important for local councils and other local organisations to support arts and culture, that they want to be involved in arts and culture and that Hull is a great place for arts and culture, They are significantly less likely to agree that they have no interest in the arts.
* Older people (aged 55 – 74) are significantly less likely to agree that arts and culture make a difference where they live, that it is important for local councils and other local organisations to support arts and culture and that they want to be involved in arts and, They are significantly more likely to agree that they have no interest in the arts.
* Whilst the elderly (75+) are significantly more likely to agree that arts and culture are not for people like them they are also significantly more likely to agree that Hull is a great place for arts and culture.
* Respondents with an LLTI are significantly less likely to agree that arts and culture make a difference where they live,
* Respondents from BME backgrounds are significantly more likely to agree that arts and culture make a difference where they live, that there are lots of opportunities to get involved, that they are an arty person, that it is important for local councils and other local organisations to support arts and culture, that they are a bit of a culture vulture, that public money should support arts and culture and that they want to be involved in arts and culture, They are significantly less likely to agree that arts and culture are not for people like them, that they have no interest in art and culture and that Hull supports creative people and artists.

**% giving each option as one of top 3 benefits to Hull from art and culture:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Increases visitors / tourists | 66.0% | 68.2% | 67.7% | 64.3% | 60.8% | 74.2% | 65.6% | 69.6% | 65.7% | 62.3% | 64.4% | 66.4% | 66.9% | 50.8% |
| Improves local facilities / infrastructure | 13.7% | 15.7% | 14.9% | 12.6% | 16.5% | 8.1% | 13.8% | 10.8% | 16.2% | 14.8% | 15.6% | 13.2% | 12.6% | 26.9% |
| Enhances the city’s reputation | 47.8% | 46.5% | 48.3% | 47.5% | 46.3% | 48.9% | 49.7% | 48.5% | 51.1% | 41.4% | 45.4% | 48.4% | 48.6% | 38.4% |
| Creates civic pride | 18.1% | 23.5% | 21.4% | 14.8% | 14.6% | 23.4% | 15.6% | 15.5% | 19.4% | 29.0% | 18.0% | 18.1% | 18.7% | 11.5% |
| Increases opportunities to participate | 9.1% | 8.3% | 8.2% | 9.9% | 7.1% | 11.9% | 9.4% | 9.8% | 9.1% | 10.0% | 9.3% | 8.9% | 9.4% | 2.3% |
| Improves trade for local business | 21.2% | 22.1% | 20.3% | 22.3% | 13.6% | 23.1% | 23.0% | 23.8% | 25.1% | 29.8% | 24.1% | 20.1% | 21.0% | 20.4% |
| Brings local communities together | 19.8% | 14.3% | 14.0% | 24.8% | 29.0% | 18.6% | 15.3% | 13.5% | 15.4% | 17.0% | 17.8% | 20.7% | 19.1% | 29.8% |
| Increases jobs and develops skills | 14.1% | 8.8% | 12.1% | 15.9% | 14.8% | 11.3% | 13.5% | 13.8% | 15.0% | 15.5% | 20.7% | 12.0% | 13.6% | 18.3% |
| Attracts / retains business and industry | 7.6% | 8.3% | 6.6% | 8.5% | 9.1% | 5.2% | 8.5% | 6.7% | 8.1% | 7.0% | 5.9% | 8.2% | 8.1% | 6.2% |
| Revitalises the city | 27.5% | 37.3% | 30.1% | 24.8% | 21.8% | 22.6% | 34.6% | 33.4% | 28.9% | 27.4% | 27.8% | 27.2% | 28.2% | 17.0% |
| Develops local talent | 27.6% | 24.9% | 23.7% | 30.8% | 34.4% | 26.9% | 20.8% | 25.5% | 25.4% | 25.7% | 23.5% | 28.9% | 26.8% | 29.3% |
| Inspires local people | 27.3% | 25.8% | 25.4% | 29.1% | 33.5% | 35.5% | 22.1% | 21.2% | 21.5% | 20.3% | 26.2% | 27.5% | 26.7% | 39.4% |

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|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Hull is important in world trade | 42.4% | 41.2% | 42.2% | 42.9% | 33.6% | 37.4% | 41.1% | 45.0% | 50.3% | 69.1% | 50.8% | 40.0% | 30.8% | 43.2% |
| Maritime heritage is the most important thing | 40.4% | 45.6% | 37.5% | 43.4% | 33.4% | 28.9% | 35.4% | 46.5% | 55.7% | 72.9% | 48.9% | 38.0% | 36.8% | 40.5% |
| Our Maritime history needs focusing on | 57.7% | 67.3% | 57.0% | 58.7% | 51.0% | 46.0% | 53.7% | 66.0% | 73.8% | 81.8% | 67.8% | 54.7% | 52.5% | 57.8% |
| The waterfront of Hull should be refurbished | 81.3% | 86.4% | 84.2% | 78.5% | 81.2% | 79.5% | 80.1% | 79.1% | 83.0% | 88.5% | 77.9% | 82.2% | 85.6% | 80.8% |
| Hull's maritime story is still happening | 48.4% | 53.5% | 46.4% | 50.4% | 46.1% | 46.4% | 42.9% | 52.3% | 54.3% | 59.1% | 51.3% | 47.5% | 36.0% | 49.2% |
| Hull is an important/ major port | 62.7% | 61.8% | 60.6% | 65.1% | 61.3% | 56.4% | 66.1% | 63.0% | 63.2% | 71.8% | 66.8% | 61.7% | 44.4% | 64.1% |
| Fishing should be the main focus | 15.5% | 16.3% | 13.8% | 16.7% | 9.9% | 12.3% | 10.6% | 20.1% | 25.8% | 34.0% | 20.5% | 13.8% | 4.2% | 15.5% |
| Hull was important to international migration | 51.7% | 51.6% | 55.6% | 47.9% | 49.6% | 46.8% | 51.3% | 52.2% | 57.9% | 62.6% | 54.8% | 50.9% | 60.1% | 51.0% |

* Respondents from the East Riding are significantly more likely to have selected revitalising the city as a benefit of art and culture and significantly less likely to have selected increased jobs and developed skills.
* Females are significantly more likely to have selected bringing communities together as a benefit of art and culture than females.
* Young people (aged 16 – 34) are significantly more likely to have selected bringing local communities together, developing local talent and inspiring young people as benefits of art and culture.
* Older people aged (75+) are significantly more likely to have selected creating civic pride and improving trade for local people as benefits of art and culture.
* Respondents with an LLTI are significantly more likely to have selected increasing jobs and developing skills as a benefit of art and culture.

**% agreeing / strongly agreeing with the following statements:**

* Respondents from the East Riding are significantly more likely to agree that our maritime heritage needs focusing on.
* Young people (aged 16 – 44) are significantly less likely to agree that Hull is important in world trade, that maritime heritage is the most important thing, that our maritime heritage needs focusing on and that fishing should be the main focus.
* Conversely older people (aged 55+) are more likely agree with the majority of these statements.
* Respondents with an LLTI are significantly more likely to agree that Hull is important in world trade, that maritime heritage is the most important thing, that our maritime heritage needs focusing on and that fishing should be the main focus. This may be linked to the fact that many residents with an LLTI fall into older age brackets.
* Respondents from BME backgrounds are significantly less likely to agree that Hull is important in world trade, that Hull’s maritime story is still happening, that Hull is an important / major port and that fishing should be the main focus.

**% giving each option as one of top 5 maritime based focuses to attract visitors:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| The whaling industry | 31.2% | 36.4% | 29.5% | 32.0% | 27.8% | 31.2% | 31.2% | 32.1% | 39.5% | 33.0% | 28.9% | 31.6% | 16.0% | 31.7% |
| Deep sea fishing | 46.5% | 51.2% | 47.3% | 46.3% | 37.3% | 41.2% | 43.5% | 53.5% | 65.6% | 61.9% | 53.8% | 44.5% | 18.8% | 48.5% |
| Meaux Abbey / Founding of Hull | 39.3% | 41.5% | 36.8% | 41.3% | 39.9% | 38.6% | 37.6% | 39.3% | 40.6% | 39.0% | 42.1% | 38.1% | 32.8% | 39.7% |
| Hulls role in the Industrial Revolution | 44.5% | 45.6% | 46.2% | 42.5% | 44.8% | 52.2% | 50.8% | 41.4% | 37.3% | 29.7% | 44.2% | 44.7% | 62.5% | 43.4% |
| Hanseatic League | 10.1% | 8.3% | 15.5% | 4.9% | 9.3% | 9.0% | 8.7% | 9.9% | 13.3% | 12.9% | 13.8% | 8.8% | 11.5% | 10.2% |
| Trade with Australia / New Zealand | 14.2% | 11.1% | 12.2% | 16.0% | 15.4% | 13.4% | 11.0% | 11.4% | 12.1% | 22.6% | 18.7% | 12.8% | 18.1% | 13.7% |
| Gateway for migration to America | 27.6% | 33.2% | 28.9% | 26.9% | 23.6% | 30.2% | 27.5% | 30.9% | 34.3% | 29.1% | 28.6% | 27.6% | 28.4% | 28.3% |
| Hull as a major world trading route | 52.5% | 50.7% | 51.0% | 53.4% | 54.5% | 47.4% | 55.8% | 50.4% | 47.5% | 54.8% | 53.1% | 52.5% | 56.0% | 51.5% |
| Yorkshires only maritime city | 59.8% | 61.3% | 57.3% | 62.6% | 61.7% | 54.4% | 58.6% | 60.0% | 60.4% | 65.5% | 57.0% | 61.1% | 64.4% | 59.3% |
| Entrepreneurship | 22.6% | 22.6% | 21.3% | 23.6% | 30.4% | 22.1% | 23.5% | 16.6% | 12.2% | 15.9% | 21.1% | 23.4% | 41.9% | 20.7% |
| Docks and their history | 71.2% | 68.7% | 65.3% | 77.1% | 72.6% | 64.1% | 72.8% | 74.9% | 69.7% | 69.1% | 72.1% | 71.1% | 69.2% | 72.2% |

* Males are significantly more likely to have selected the Hanseatic lead as a focus compared to females. However females are significantly more likely to have selected the docks and their history compared to males.
* Younger respondents (aged 16 – 34) are significantly less likely to have selected deep sea fishing as a focus and significantly more likely to have selected entrepreneurship.
* Conversely, older people (aged 65 +) are significantly more likely to have selected deep sea fishing as a focus.
* Respondents with an LLTI are significantly more likely to have chosen deep sea fishing and trade with Australia / New Zealand as focuses. Again, this may be linked to the fact that many residents with an LLTI fall into older age brackets.
* Respondents from BME backgrounds are significantly less likely to have chosen the whaling industry, deep sea fishing and the docks and their history as focuses. They are significantly more likely to have chosen Hull’s role in the Industrial revolution as a focus.

**% giving each option as one of top 5 non maritime based focuses to attract visitors:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Leaders in renewable energy | 57.5% | 55.8% | 59.3% | 55.6% | 62.0% | 53.0% | 58.0% | 53.7% | 53.7% | 57.1% | 52.7% | 59.1% | 77.0% | 55.4% |
| Architectural heritage | 32.8% | 33.2% | 26.0% | 39.3% | 37.0% | 28.7% | 29.1% | 36.7% | 31.0% | 31.1% | 32.9% | 33.0% | 37.4% | 32.5% |
| Art and creative sector | 34.2% | 34.1% | 32.8% | 35.0% | 45.6% | 42.4% | 35.3% | 25.2% | 19.7% | 10.8% | 25.0% | 37.0% | 39.6% | 34.1% |
| Story of Royal Charter | 29.1% | 34.1% | 29.5% | 28.4% | 16.5% | 27.7% | 31.3% | 34.4% | 44.8% | 40.2% | 37.5% | 26.2% | 4.8% | 30.6% |
| Contribution to Literature | 21.6% | 24.4% | 20.1% | 23.3% | 28.3% | 26.2% | 18.2% | 14.2% | 20.1% | 10.9% | 19.6% | 22.3% | 34.1% | 20.9% |
| Contribution to Science | 27.6% | 28.1% | 29.4% | 25.6% | 32.0% | 33.9% | 26.0% | 23.4% | 21.5% | 19.2% | 24.7% | 28.7% | 47.6% | 26.3% |
| Hull’s famous people | 46.4% | 48.4% | 40.0% | 51.8% | 34.0% | 40.7% | 45.5% | 58.0% | 58.2% | 70.2% | 54.3% | 43.8% | 31.0% | 47.3% |
| New Developments | 31.3% | 33.2% | 28.7% | 33.4% | 36.1% | 34.0% | 31.2% | 29.2% | 22.4% | 25.5% | 25.5% | 33.2% | 35.1% | 31.2% |
| The Hull blitz | 44.8% | 37.8% | 45.0% | 44.9% | 36.0% | 42.0% | 47.5% | 44.4% | 53.3% | 63.3% | 51.8% | 42.4% | 10.9% | 46.9% |
| Hull’s industrial story | 20.9% | 24.4% | 20.1% | 22.1% | 18.9% | 17.7% | 22.5% | 23.5% | 21.6% | 25.7% | 25.3% | 19.6% | 6.2% | 21.9% |
| Abolition of slavery (Wilberforce) | 68.8% | 67.7% | 68.3% | 69.6% | 70.0% | 71.4% | 66.6% | 63.3% | 69.9% | 69.4% | 69.1% | 68.5% | 83.9% | 67.3% |
| Hull and the English Civil war | 40.1% | 39.6% | 49.5% | 31.5% | 32.2% | 42.8% | 46.3% | 41.8% | 48.1% | 40.5% | 40.9% | 39.9% | 40.2% | 40.3% |

* Females are significantly more likely to have selected Hull’s architectural heritage and famous people as a focus compared to males. However males are significantly more likely to have selected Hull and the English Civil War compared to females.
* Younger people (16 – 44) are significantly more likely to have selected Hull’s art and creative sector and Hull’s contribution to literature as focuses. They are significantly less likely to have chosen the story of the Royal Charter, Hull’s famous people, the Hull blitz and Hull and the English Civil war.
* Conversely, older people are significantly less likely to pick Hull’s art and creative sector, Hull’s contribution to literature and science and new developments as focuses. Instead they are significantly more likely to have chosen the story of the Royal Charter, Hull’s famous people and the Hull blitz as focuses.
* Respondents with an LLTI showed similar views to those of older people. Again, this may be linked to the fact that many residents with an LLTI fall into older age brackets.
* Respondents from BME backgrounds were significantly more likely to have chosen Hull as a leader in renewable energy, Hull’s contribution to literature and science and Wilberforce and the abolition of slavery as focuses. They were significantly less likely to have chosen the story of the Royal Charter, Hull’s famous people, the Hull blitz and Hull’s industrial story.

**% giving each option as one of top 5 most important to attract visitors:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | Hull | | ER | | Gender | | | | Age | | | | | | | | | | | | LLTI | | | | Ethnicity | | | |
| Male | | Female | | 16-34 | | 35-44 | | 45-54 | | 55-64 | | 65-74 | | 75+ | | LLTI | | No LLTI | | BME | | White British | |
| Museums Quarter | 74.7% | | 82.0% | | 75.7% | | 73.6% | | 69.9% | | 78.1% | | 78.6% | | 77.3% | | 79.1% | | 69.7% | | 72.4% | | 75.5% | | 55.6% | | 75.9% | |
| Maritime Museum | 34.1% | | 32.7% | | 37.1% | | 31.2% | | 24.6% | | 33.8% | | 32.7% | | 41.8% | | 46.0% | | 43.5% | | 40.5% | | 31.6% | | 25.6% | | 33.9% | |
| History Centre | 13.9% | | 11.5% | | 14.8% | | 13.3% | | 12.8% | | 10.3% | | 10.8% | | 19.6% | | 15.2% | | 20.6% | | 24.1% | | 10.8% | | 4.4% | | 14.3% | |
| Ferens Art Gallery | 35.8% | | 47.9% | | 38.0% | | 33.6% | | 27.3% | | 37.2% | | 39.7% | | 38.6% | | 43.6% | | 37.0% | | 36.1% | | 35.2% | | 17.5% | | 37.4% | |
| Hull Interchange | 6.4% | | 6.5% | | 3.9% | | 8.8% | | 9.8% | | 9.0% | | 4.3% | | 3.3% | | 2.7% | | 3.2% | | 6.6% | | 6.3% | | 5.3% | | 6.6% | |
| The Deep | 72.1% | | 72.8% | | 75.8% | | 68.8% | | 71.1% | | 69.1% | | 75.3% | | 72.5% | | 71.1% | | 77.4% | | 69.5% | | 73.1% | | 70.2% | | 73.2% | |
| Prospect Centre | 2.3% | | 1.4% | | 1.6% | | 3.0% | | 1.7% | | 1.1% | | 3.5% | | 2.8% | | 1.6% | | 4.5% | | 3.1% | | 2.1% | | 2.1% | | 2.3% | |
| St Stephens | 16.1% | | 10.6% | | 13.9% | | 18.3% | | 23.3% | | 15.0% | | 16.3% | | 9.8% | | 9.5% | | 8.2% | | 13.3% | | 17.1% | | 20.1% | | 15.7% | |
| Princes Quay | 4.4% | | 2.3% | | 3.2% | | 5.6% | | 4.5% | | 3.8% | | 4.0% | | 4.3% | | 3.6% | | 6.4% | | 5.4% | | 4.0% | | 4.6% | | 4.3% | |
| Marina and Pier | 54.0% | | 56.7% | | 49.3% | | 58.1% | | 52.4% | | 52.8% | | 58.0% | | 56.0% | | 49.3% | | 54.6% | | 46.1% | | 56.0% | | 65.5% | | 53.6% | |
| Fruit Market | | | 20.1% | | 18.0% | | 20.8% | | 19.8% | | 26.8% | | 28.4% | | 20.0% | | 14.5% | | 6.3% | | 7.5% | | 16.9% | | 21.2% | | 41.5% | | 19.2% | |
| Riverfront (Humber) | | | 19.4% | | 13.4% | | 22.0% | | 16.8% | | 16.4% | | 22.9% | | 19.6% | | 20.6% | | 20.8% | | 18.2% | | 19.4% | | 19.2% | | 16.6% | | 19.8% | |
| Riverfront (Hull) | | | 13.4% | | 10.6% | | 12.3% | | 14.6% | | 13.4% | | 13.7% | | 16.6% | | 13.1% | | 9.2% | | 10.7% | | 10.3% | | 14.4% | | 6.8% | | 14.3% | |
| Queen’s Gardens | | | 17.1% | | 13.4% | | 14.4% | | 19.4% | | 19.9% | | 14.9% | | 13.9% | | 14.3% | | 17.1% | | 25.4% | | 14.8% | | 18.0% | | 25.3% | | 16.6% | |
| City Hall | | | 6.3% | | 5.1% | | 5.2% | | 7.4% | | 9.0% | | 6.1% | | 4.5% | | 6.4% | | 3.5% | | 4.9% | | 7.2% | | 5.9% | | .8% | | 6.8% | |
| New Theatre | | | 15.3% | | 16.6% | | 13.0% | | 16.9% | | 19.9% | | 18.2% | | 14.9% | | 10.4% | | 11.8% | | 7.9% | | 18.7% | | 14.2% | | 9.7% | | 15.6% | |
| Guildhall | | | 6.0% | | 7.4% | | 4.7% | | 7.3% | | 3.6% | | 5.3% | | 2.2% | | 7.4% | | 10.1% | | 18.4% | | 8.0% | | 5.5% | | 6.3% | | 5.9% | |
| Maister House | | | 2.5% | | .9% | | 2.7% | | 2.4% | | 1.8% | | 1.2% | | 1.5% | | 1.7% | | 4.4% | | 7.4% | | 3.5% | | 2.1% | | 0.0% | | 2.4% | |
| Holy Trinity Church | | | 33.7% | | 23.5% | | 33.1% | | 33.8% | | 29.8% | | 23.2% | | 28.9% | | 35.0% | | 47.7% | | 57.1% | | 36.7% | | 32.7% | | 30.3% | | 33.0% | |
| St Mary’s Church | | | 4.2% | | 3.7% | | 5.6% | | 3.0% | | 3.7% | | 2.9% | | 3.2% | | 3.8% | | 6.2% | | 6.8% | | 5.1% | | 3.8% | | 5.2% | | 4.2% | |
| Ice Arena | | | 2.3% | | .9% | | 1.1% | | 3.4% | | 2.8% | | 3.9% | | 1.7% | | 2.1% | | 1.2% | | 1.5% | | 1.2% | | 2.7% | | 12.2% | | 1.6% | |
| Statues | | | 3.0% | | 2.8% | | 1.6% | | 4.2% | | 3.7% | | 4.0% | | 2.4% | | 1.9% | | 1.5% | | 2.7% | | 3.7% | | 2.8% | | 4.6% | | 2.4% | |
| Fish Trail | | | 21.2% | | 24.4% | | 15.9% | | 26.3% | | 25.4% | | 21.8% | | 15.8% | | 20.3% | | 20.1% | | 18.7% | | 19.9% | | 21.6% | | 13.7% | | 21.2% | |
| Larkin Trail | | | 8.4% | | 10.6% | | 5.9% | | 10.9% | | 9.9% | | 9.2% | | 7.7% | | 8.3% | | 6.6% | | 5.5% | | 8.7% | | 8.5% | | 6.1% | | 8.7% | |

* Respondents from the East Riding are significantly more likely to say that the Museums Quarter and Ferens Art Gallery are important for attracting visitors. They are significantly less likely to say that St Stephens, the Humber riverfront and Holy Trinity Church are important.
* Females are significantly more likely to say that Hull interchange and Fish Trail are important.
* Young people (aged 16 – 34) are significantly less likely to say that the Maritime Museum and Ferens Art Gallery are important for attracting visitors. They are significantly more likely to say that Hull Interchange, St Stephens, the Fruit Market and New Theatre are important.
* Conversely, older people (aged 55 +) are more likely to say that the Maritime Museum, History Centre and Holy Trinity are important in attracting visitors. They are significantly less likely to say that St Stephens and the Fruit Market are important.
* Respondents with an LLTI are significantly more likely to say that the Maritime Museum and History Centre are important in attracting visitors. They are significantly less likely to say that the Marina and Pier are important.
* Respondents from BME backgrounds are significantly more likely to say that the Marina and Pier, Fruit Market and Ice Arena are important in attracting visitors. They are significantly less likely to say that the Museums Quarter, history Centre, Ferens Art Gallery and City Hall are important

**% giving each option as one of top 5 priorities for investment / refurbishment:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Museums Quarter | 34.9% | 36.9% | 38.5% | 31.8% | 28.9% | 38.1% | 33.3% | 37.4% | 42.9% | 39.5% | 38.9% | 33.6% | 10.1% | 36.7% |
| Maritime Museum | 20.6% | 19.8% | 23.8% | 17.6% | 14.7% | 23.5% | 19.0% | 23.9% | 27.0% | 26.1% | 25.6% | 18.9% | 15.7% | 20.3% |
| History Centre | 7.1% | 6.9% | 8.4% | 6.0% | 6.3% | 6.0% | 4.7% | 9.5% | 9.1% | 9.7% | 9.5% | 6.5% | 8.2% | 6.7% |
| Ferens Art Gallery | 20.4% | 20.7% | 22.4% | 18.2% | 22.9% | 17.8% | 17.1% | 18.1% | 21.2% | 25.3% | 18.2% | 20.7% | 24.5% | 20.2% |
| Hull Interchange | 12.7% | 5.5% | 12.2% | 12.7% | 11.9% | 10.2% | 12.3% | 10.4% | 16.8% | 18.7% | 13.6% | 12.4% | 25.5% | 11.4% |
| The Deep | 7.9% | 6.5% | 8.6% | 7.4% | 4.5% | 3.4% | 9.3% | 7.2% | 11.1% | 21.2% | 11.0% | 6.9% | 12.8% | 7.5% |
| Prospect Centre | 9.3% | 8.8% | 6.5% | 12.0% | 10.9% | 10.6% | 8.4% | 7.2% | 6.2% | 9.8% | 8.7% | 9.7% | 25.6% | 8.2% |
| St Stephens | 3.3% | 1.4% | 3.9% | 2.8% | 3.6% | 2.5% | 2.9% | 4.1% | 1.8% | 4.0% | 3.3% | 3.4% | 0.0% | 3.6% |
| Princes Quay | 19.7% | 15.2% | 13.0% | 25.9% | 29.7% | 21.9% | 15.3% | 9.9% | 10.9% | 14.9% | 15.7% | 21.0% | 26.5% | 18.9% |
| Marina and Pier | 49.5% | 47.5% | 46.6% | 52.3% | 49.8% | 47.1% | 55.1% | 51.4% | 48.8% | 44.2% | 48.9% | 49.4% | 54.6% | 50.1% |
| Fruit Market | 44.4% | 45.2% | 43.2% | 45.4% | 51.9% | 48.1% | 51.4% | 36.4% | 32.3% | 24.7% | 37.2% | 46.7% | 48.5% | 43.8% |
| Riverfront (Humber) | 31.4% | 39.2% | 36.0% | 27.6% | 27.5% | 31.9% | 32.9% | 36.6% | 36.3% | 28.6% | 31.6% | 31.6% | 24.1% | 32.6% |
| Riverfront (Hull) | 41.4% | 44.2% | 47.8% | 35.7% | 33.8% | 46.0% | 53.1% | 43.7% | 43.5% | 31.1% | 37.1% | 42.8% | 31.7% | 42.8% |
| Queen’s Gardens | 35.3% | 32.7% | 33.2% | 37.3% | 35.2% | 38.9% | 35.5% | 31.8% | 36.9% | 31.1% | 30.0% | 36.8% | 35.9% | 35.4% |
| City Hall | 9.3% | 8.3% | 8.6% | 9.3% | 11.1% | 7.6% | 9.0% | 6.9% | 7.9% | 9.3% | 10.0% | 8.9% | 6.4% | 9.3% |
| New Theatre | 13.4% | 18.4% | 11.1% | 15.6% | 15.3% | 14.6% | 10.8% | 12.0% | 12.9% | 12.1% | 10.1% | 14.3% | 5.5% | 13.7% |
| Guildhall | 3.5% | 2.3% | 3.5% | 3.5% | 3.6% | 3.1% | 2.9% | 2.7% | 3.9% | 5.5% | 4.3% | 3.3% | 1.2% | 3.7% |
| Maister House | 2.5% | 1.4% | 2.1% | 2.7% | 2.7% | 2.5% | 1.5% | 1.6% | 2.5% | 4.3% | 2.4% | 2.4% | 0.0% | 2.5% |
| Holy Trinity Church | 19.4% | 12.4% | 20.6% | 18.2% | 20.2% | 13.1% | 16.3% | 18.4% | 26.4% | 28.5% | 23.1% | 18.2% | 20.8% | 19.2% |
| St Mary’s Church | 8.8% | 6.0% | 9.2% | 8.5% | 6.4% | 5.4% | 8.9% | 11.7% | 11.4% | 14.3% | 11.6% | 8.0% | 10.3% | 8.6% |
| Ice Arena | 13.3% | 11.5% | 10.1% | 16.6% | 19.0% | 18.4% | 9.7% | 11.1% | 6.5% | 3.7% | 8.9% | 14.9% | 9.3% | 14.0% |
| Statues | 8.8% | 9.7% | 7.1% | 10.5% | 8.1% | 8.1% | 10.0% | 11.3% | 8.8% | 7.2% | 7.9% | 9.0% | 5.5% | 9.1% |
| Fish Trail | 11.9% | 6.9% | 8.8% | 14.3% | 14.6% | 11.6% | 11.4% | 12.3% | 7.3% | 10.9% | 16.3% | 10.7% | 4.6% | 12.5% |
| Larkin Trail | 6.0% | 6.5% | 4.5% | 7.5% | 7.3% | 6.4% | 5.4% | 5.0% | 4.1% | 6.3% | 10.0% | 4.8% | 1.8% | 6.3% |

* Respondents from the East Riding are significantly more likely to say that the Humber riverfront and New Theatre are a priority for investment. They are significantly less likely to say that Hull interchange, Holy Trinity Church and the Fish Trail are priorities.
* Females are significantly more likely to say that Princes Quay and the Ice Arena are priorities for investment. Males are more likely to think that the Humber and Hull Riverfronts are priorities,
* Young people (aged 16 – 34) are significantly less likely to say that the Museums Quarter, Maritime Museum, Deep Hull and Hull riverfront are priorities for investment. They are significantly more likely to say Princes Quay, the Fruit Market and Ice Arena are priorities.
* Conversely, older people (aged 55 +) are significantly less likely to say that Princes Quay, Fruit Market and Ice Arena are priorities for investment. They are significantly more likely to select churches.
* Respondents with an LLTI are significantly more likely to say that the Fish Trail and the Larkin trail are a priority for investment. They are significantly less likely to say that the New Theatre and Ice Arena are priorities.
* Respondents from BME backgrounds are significantly more likely to say that Hull interchange and Prospect Centre are priorities for investment. They are significantly less likely to say that the Museums Quarter, New Theatre and the Fish Trail are priorities.

**% giving each option as one of top 5 most important to attract visitors:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Camp/Caravan Sites | 9.4% | 10.6% | 9.1% | 9.8% | 6.4% | 9.8% | 10.3% | 10.2% | 11.5% | 10.7% | 15.6% | 7.4% | 5.1% | 9.3% |
| Hostels | 9.4% | 7.4% | 10.6% | 8.5% | 11.2% | 8.6% | 7.7% | 9.2% | 9.5% | 7.5% | 15.1% | 7.8% | 21.0% | 8.8% |
| Hotels | 43.5% | 50.7% | 49.2% | 38.5% | 31.0% | 38.9% | 48.0% | 47.5% | 58.6% | 60.2% | 50.4% | 41.7% | 31.1% | 44.2% |
| Conferences | 17.5% | 18.9% | 21.4% | 13.8% | 14.8% | 17.5% | 16.2% | 20.2% | 20.1% | 19.8% | 20.5% | 16.5% | 24.1% | 16.6% |
| National events | 49.7% | 48.4% | 50.6% | 48.3% | 49.3% | 61.9% | 52.9% | 45.4% | 45.2% | 32.9% | 43.8% | 51.4% | 53.8% | 49.7% |
| Independent cinema | 6.2% | 5.1% | 5.8% | 6.8% | 8.1% | 8.9% | 5.0% | 3.0% | 5.0% | 4.3% | 4.2% | 6.9% | 14.3% | 5.6% |
| Big name music | 60.9% | 60.8% | 56.9% | 65.0% | 59.4% | 64.6% | 57.8% | 60.4% | 59.2% | 66.4% | 57.8% | 61.7% | 45.6% | 62.6% |
| Big name theatre | 35.7% | 45.2% | 30.7% | 40.5% | 30.6% | 32.3% | 32.1% | 38.4% | 44.9% | 50.8% | 35.1% | 35.8% | 15.9% | 36.7% |
| Outdoor events | 43.0% | 36.9% | 41.5% | 44.1% | 45.4% | 48.5% | 44.4% | 43.4% | 33.8% | 33.8% | 36.5% | 44.9% | 50.9% | 42.8% |
| New attractions | 41.2% | 34.6% | 45.0% | 37.9% | 47.4% | 38.4% | 41.4% | 38.0% | 34.7% | 40.6% | 40.8% | 41.3% | 47.8% | 41.5% |
| Iconic buildings | 21.4% | 18.4% | 22.2% | 20.9% | 27.4% | 17.6% | 22.5% | 19.7% | 19.3% | 13.2% | 17.7% | 22.8% | 26.2% | 21.2% |
| More theatres | 5.3% | 4.1% | 4.1% | 5.8% | 7.4% | 4.6% | 3.3% | 3.6% | 4.8% | 5.9% | 8.8% | 4.3% | .8% | 5.4% |
| Concert venue | 27.1% | 26.3% | 29.1% | 24.9% | 28.3% | 26.5% | 29.7% | 30.0% | 22.3% | 22.2% | 24.9% | 27.8% | 21.9% | 26.9% |
| Shops | 33.3% | 30.4% | 29.3% | 36.4% | 37.1% | 33.5% | 34.2% | 28.3% | 27.5% | 28.3% | 33.6% | 33.1% | 25.3% | 33.7% |
| Restaurants | 26.4% | 30.9% | 24.3% | 28.5% | 27.2% | 28.2% | 26.5% | 25.2% | 25.1% | 21.4% | 24.8% | 27.0% | 22.9% | 26.4% |
| Historical buildings | 36.4% | 36.9% | 37.4% | 35.5% | 30.3% | 32.9% | 36.2% | 44.1% | 44.8% | 44.4% | 41.4% | 34.8% | 35.7% | 35.9% |

* Respondents from the East Riding are significantly more likely to say that hotels and big name theatre are important for attracting visitors.
* Females are significantly more likely to say that big name theatre is important. Conversely, males are significantly more likely to say that hotels and conferences are important
* Young people (aged 16 – 34) are significantly more likely to say that new attractions and iconic buildings are important for attracting people. They are significantly less likely to say that hotels and historical buildings are important.
* Older people are more likely to say that hotels, big name theatre and historical buildings are important for attracting people.
* Respondents with an LLTI are significantly more likely to say that camp / caravan sites, hostels, hotels and more theatres are all important for attracting visitors. They are significantly less likely to say outdoor events are important.
* Respondents from BME backgrounds are significantly more likely to say that hostels and independent cinema are important in attracting visitors. They are significantly less likely to say that hotels, big name music and big name theatre are important

**% who would take a visitor to the East Riding:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Would take to East Riding | 91.1% | 97.7% | 90.6% | 91.6% | 91.0% | 93.0% | 91.0% | 88.4% | 92.0% | 91.3% | 91.3% | 91.1% | 89.8% | 91.3% |

* Unsurprisingly, respondents from the East Riding are significantly more likely to say they would take a visitor to the East Riding.

**% who selected each of the following statements regarding volunteering:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Yes - Volunteer | 23.6% | 20.6% | 20.2% | 26.3% | 29.9% | 26.7% | 21.9% | 22.1% | 14.6% | 12.5% | 20.8% | 24.4% | 35.7% | 22.0% |
| Maybe - Volunteer | 35.1% | 45.3% | 35.4% | 35.1% | 38.4% | 39.5% | 37.2% | 33.1% | 30.9% | 19.3% | 32.2% | 36.1% | 55.0% | 34.5% |

* Respondents from the East Riding are significantly more likely to say maybe they are interested in volunteering
* Respondents aged 16 – 34 are significantly more likely to say yes they are interested in volunteering
* Older respondents (aged 65 +) are significantly less likely to say yes they are interested in volunteering
* Respondents from BME backgrounds are significantly more likely to say both yes and maybe they are interested in volunteering.

**% who selected each of the following statements:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| More Coverage | 51.8% | 51.4% | 55.4% | 48.4% | 59.4% | 51.6% | 52.9% | 48.2% | 41.6% | 38.5% | 45.5% | 53.4% | 60.4% | 51.2% |
| Less Coverage | 3.2% | 2.8% | 3.3% | 3.1% | .9% | 2.2% | 2.0% | 5.4% | 8.9% | 6.5% | 5.3% | 2.6% | 0.0% | 3.5% |
| More Positive Coverage | 50.8% | 48.1% | 52.5% | 49.0% | 52.8% | 58.7% | 54.6% | 47.5% | 38.4% | 38.5% | 42.5% | 52.9% | 48.3% | 51.3% |
| Less Positive Coverage | 6.0% | 2.8% | 6.6% | 5.6% | 7.3% | 5.2% | 2.5% | 6.6% | 8.6% | 8.1% | 7.0% | 5.8% | 6.0% | 6.3% |
| Speak Highly of Hull | 69.8% | 67.4% | 67.6% | 72.0% | 67.2% | 66.5% | 68.7% | 71.3% | 71.5% | 80.4% | 69.7% | 69.9% | 50.4% | 71.5% |
| Speak Critically of Hull | 14.1% | 16.3% | 16.0% | 12.0% | 15.6% | 13.8% | 12.3% | 15.1% | 16.3% | 9.0% | 15.9% | 13.5% | 23.5% | 12.8% |
| Proud to Live in Hull | 75.6% | 58.9% | 72.1% | 79.0% | 77.8% | 73.9% | 67.9% | 75.8% | 74.0% | 87.7% | 76.9% | 75.1% | 65.4% | 77.0% |

* 16 – 34 year olds are significantly more likely to believe that there has been more media coverage of Hull since winning City of Culture 2017 and 35 – 44 year olds are significantly more likely to believe that media coverage has been more positive of Hull. However, older people (aged 65 +) are significantly less likely to believe there has been more media coverage and significantly less likely to believe it has been more positive.
* Respondents aged 75 + are significantly more likely to speak highly of Hull to a stranger and significantly more likely to be proud to live in Hull.
* Conversely, respondents from BME backgrounds are significantly more likely to speak critically of Hull to a stranger and, along with residents of the East Riding, are significantly less likely to be proud to live in Hull.

**Analysis by Customer Segment**

**% saying they have never taken part or attended an art or cultural event or activity in the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Never taken part in an art or cultural event or activity | 62.6% | 58.6% | 59.0% | 75.5% | 77.1% | 68.4% | 76.4% | 55.7% | 55.9% | 66.8% | 52.9% | 36.7% | 50.2% | 62.4% |
| Never attended an art or cultural event or activity | 33.0% | 48.2% | 45.2% | 53.7% | 51.9% | 32.4% | 37.1% | 22.9% | 31.3% | 34.7% | 11.0% | 8.3% | 19.3% | 2.4% |

* In those groups typically associated with council rented housing (Groups C and D), a significantly high number of residents have never taken part or attended an art or cultural event or activity in the last year.
* This differs from the large number of groups associated with owner occupied or private rented housing where a statistically high number of residents have either taken part or attended (or both) an art or cultural event or activity in the last year.
* The noticeable exception to this is Group F (Older Couples in Owner Occupied Semis) where a significantly high proportion of residents have never taken part in an art or cultural event or activity in the last year.

**% saying they have done or taken part in the following during the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Dancing | 5.7% | 10.4% | 3.2% | 4.2% | 3.1% | 6.8% | 2.6% | 7.5% | 8.9% | 1.9% | 5.7% | 11.6% | 7.2% | 0.0% |
| Singing | 6.6% | 8.5% | 3.2% | 9.5% | 5.7% | 5.9% | 3.4% | 13.4% | 5.3% | 4.3% | 7.6% | 8.5% | 5.0% | 8.5% |
| Playing a musical instrument | 10.6% | 8.5% | 0.0% | 4.3% | 10.1% | 1.9% | 8.9% | 7.5% | 17.3% | 6.4% | 17.0% | 31.4% | 4.3% | 4.0% |
| Writing material | 10.6% | 6.1% | 0.0% | 7.4% | 6.3% | 6.4% | 10.8% | 18.0% | 13.6% | 6.5% | 20.0% | 14.3% | 8.6% | 16.1% |
| Performing | 4.8% | 0.0% | 3.2% | 6.6% | 3.2% | 0.0% | .9% | 8.2% | 6.8% | 2.3% | 3.7% | 6.0% | 8.1% | 0.0% |
| Historical Re-enactment | 1.3% | 0.0% | 0.0% | 1.5% | 3.3% | 0.0% | 0.0% | 0.0% | 1.2% | 1.1% | 0.0% | 2.4% | 4.0% | 0.0% |
| A carnival | 2.6% | 4.2% | 0.0% | 3.8% | 1.3% | 1.7% | .8% | 1.5% | 2.6% | .8% | 11.1% | 2.5% | 7.2% | 7.9% |
| Performing street art | 3.6% | 0.0% | 0.0% | 4.4% | 1.1% | 1.7% | 1.6% | 9.6% | 4.6% | 3.4% | 4.8% | .7% | 3.3% | 12.1% |
| Painting, drawing or sculpture | 10.7% | 4.2% | 0.0% | 7.5% | 4.7% | 8.5% | 11.2% | 12.3% | 9.7% | 11.4% | 29.2% | 12.3% | 16.6% | 12.1% |
| Photography | 9.8% | 4.3% | 4.7% | 5.8% | 9.6% | 6.3% | 8.3% | 17.9% | 6.1% | 10.7% | 8.5% | 19.5% | 14.5% | 7.9% |
| Making films / videos | 3.9% | 4.3% | 4.7% | .5% | 3.8% | 0.0% | .8% | 7.3% | 5.1% | 1.9% | 2.0% | 8.6% | 10.2% | 4.0% |
| Creating on a computer | 5.2% | 0.0% | 0.0% | 1.4% | 1.8% | 1.5% | 5.8% | 3.6% | 7.4% | 3.7% | 4.4% | 6.5% | 16.5% | 26.4% |
| Textile crafts | 13.4% | 1.9% | 2.5% | 15.8% | 13.5% | 7.9% | 11.9% | 18.0% | 11.4% | 14.8% | 36.7% | 7.4% | 10.4% | 6.5% |
| Wood crafts | 4.0% | 0.0% | 0.0% | 2.1% | 2.7% | 2.0% | 2.1% | 2.7% | 4.5% | 3.2% | 2.4% | 9.6% | 9.5% | 26.4% |
| Other crafts | 5.5% | 1.9% | 3.7% | 2.0% | 4.7% | 3.6% | 4.4% | 9.5% | 4.5% | 7.4% | 5.0% | 11.2% | 7.7% | 0.0% |
| Reading for pleasure | 61.6% | 43.6% | 71.1% | 52.3% | 53.1% | 54.5% | 61.8% | 66.7% | 65.1% | 64.8% | 90.5% | 65.1% | 56.3% | 49.5% |
| None of these | 26.9% | 50.1% | 25.2% | 32.7% | 35.6% | 42.4% | 28.9% | 17.8% | 22.6% | 26.1% | 2.1% | 17.6% | 28.5% | 36.4% |

* Respondents from Groups A (Public Renting Pensioners), D (Low Income Public Renters) and E (Low income Private Terraces) are all significantly more likely to have selected none of the activities listed.
* Additionally, Group C (Public Renting Young Families) were also significantly less likely to have done a number of the activities listed including playing an instrument, making films/ videos, creating artwork on a computer and reading for pleasure.
* Groups G (Affluent Professionals) and J (University Students) were significantly less likely to have selected none of the activities listed.
* Additionally, Groups K (Young Renting Professionals) and L (Diverse Private Renters) were also significantly more likely to have done a number of the activities listed.

**% saying they have attended any of the following during the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Music concert | 34.5% | 14.6% | 16.8% | 19.6% | 21.1% | 28.9% | 33.3% | 42.1% | 37.6% | 33.8% | 44.3% | 57.4% | 51.3% | 19.8% |
| Exhibition in art gallery | 45.9% | 29.5% | 31.3% | 28.9% | 35.4% | 38.8% | 42.5% | 56.1% | 48.2% | 45.5% | 64.8% | 63.4% | 59.4% | 16.3% |
| Play / musical at theatre | 40.6% | 40.5% | 19.4% | 23.8% | 29.9% | 27.5% | 48.6% | 45.5% | 45.6% | 48.1% | 39.5% | 56.1% | 36.2% | 34.3% |
| Dance performance | 10.8% | 2.4% | 7.0% | 8.7% | 5.4% | 14.5% | 15.3% | 20.2% | 10.9% | 11.3% | 1.0% | 8.5% | 12.4% | 0.0% |
| Poetry / book reading | 8.2% | 6.6% | 17.1% | 4.5% | 4.0% | 10.5% | 6.4% | 12.9% | 9.8% | 4.2% | 20.9% | 11.9% | 9.0% | 2.1% |
| Talk / lecture | 11.1% | 1.9% | 0.0% | 1.4% | 4.4% | 5.5% | 10.0% | 21.6% | 17.1% | 8.5% | 22.4% | 7.9% | 16.9% | 7.9% |
| Painting, drawing printing or sculpture exhibition | 14.9% | 3.6% | 0.0% | 5.5% | 7.2% | 8.3% | 19.7% | 24.2% | 15.6% | 11.8% | 35.2% | 14.3% | 30.0% | 7.9% |
| Photography exhibition | 17.1% | 23.0% | 7.2% | 10.2% | 6.2% | 11.0% | 17.8% | 27.5% | 18.2% | 10.1% | 23.1% | 31.0% | 34.0% | 7.9% |
| Museum exhibition | 49.6% | 51.2% | 37.4% | 28.9% | 53.5% | 41.4% | 37.3% | 61.4% | 51.4% | 47.3% | 68.8% | 65.0% | 59.4% | 36.3% |
| Exhibition in another venue | 16.1% | 23.0% | 12.5% | 4.4% | 8.6% | 12.3% | 22.0% | 20.0% | 14.8% | 17.0% | 8.9% | 24.6% | 30.8% | 24.4% |
| Gig / music concert | 32.3% | 21.6% | 22.0% | 13.0% | 21.1% | 14.7% | 31.8% | 38.3% | 40.3% | 33.2% | 40.6% | 49.0% | 43.9% | 11.9% |
| Festival | 36.3% | 22.2% | 18.2% | 18.8% | 21.8% | 34.9% | 31.7% | 35.8% | 43.4% | 35.1% | 38.5% | 55.1% | 59.0% | 39.9% |
| Carnival | 8.9% | 5.5% | 12.6% | 6.8% | 8.3% | 12.7% | 4.3% | 7.9% | 11.5% | 6.5% | 8.2% | 6.3% | 11.0% | 54.3% |
| Street art performance | 27.0% | 14.9% | 15.7% | 20.3% | 19.7% | 19.0% | 28.1% | 29.7% | 32.4% | 16.8% | 37.0% | 34.5% | 35.2% | 48.2% |
| Film | 42.6% | 35.3% | 7.2% | 32.5% | 32.6% | 29.3% | 42.2% | 51.6% | 46.3% | 42.3% | 46.1% | 57.1% | 56.4% | 16.3% |
| Historic / heritage visit | 52.9% | 44.0% | 53.8% | 38.4% | 48.3% | 43.4% | 48.9% | 64.4% | 56.9% | 45.0% | 66.3% | 78.3% | 51.8% | 69.0% |
| None of these | 12.3% | 18.4% | 22.5% | 16.2% | 21.3% | 24.3% | 13.9% | 6.1% | 9.8% | 13.4% | 1.4% | 4.3% | 5.3% | 6.5% |

* Respondents from Groups D (Low Income Public Renters) and E (Low Income Private Terraces) are both significantly more likely to have selected none of the activities listed.
* Additionally, Group C (Public Renting Young Families) was also significantly less likely to have done a number nearly all of the activities listed.
* Groups G (Affluent Professionals), J (University Students) K (Young Renting Professionals) and L (Diverse Private Renters) were significantly less likely to have selected none of the activities listed.

**% saying they have visited any of the following during the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| City or town with historical character | 72.4% | 51.7% | 39.8% | 57.5% | 62.6% | 54.0% | 66.7% | 90.9% | 77.5% | 76.2% | 85.1% | 88.3% | 73.0% | 87.3% |
| Historic building | 55.2% | 35.6% | 43.8% | 40.4% | 37.8% | 44.5% | 51.2% | 68.8% | 57.8% | 60.0% | 70.7% | 80.5% | 57.7% | 52.6% |
| Historic park or garden | 50.3% | 29.6% | 44.4% | 36.6% | 41.3% | 44.9% | 47.6% | 59.2% | 54.4% | 55.4% | 74.9% | 69.2% | 41.8% | 28.0% |
| Place with industrial history | 28.1% | 8.5% | 19.7% | 15.5% | 22.0% | 26.4% | 18.6% | 45.4% | 29.0% | 26.3% | 51.5% | 30.3% | 38.8% | 23.8% |
| Historic transport system | 31.3% | 37.9% | 32.1% | 18.6% | 31.8% | 24.8% | 37.4% | 36.8% | 29.4% | 32.3% | 38.5% | 28.6% | 33.3% | 46.6% |
| Historic place of worship | 34.5% | 49.1% | 25.0% | 22.1% | 18.2% | 26.7% | 34.3% | 50.8% | 36.2% | 34.9% | 37.4% | 48.5% | 39.7% | 36.4% |
| Monument | 41.4% | 26.6% | 23.0% | 32.2% | 35.8% | 30.7% | 37.2% | 53.6% | 45.6% | 43.2% | 55.3% | 45.9% | 40.1% | 14.0% |
| Site or archaeological interest | 21.3% | 10.2% | 22.9% | 10.9% | 10.0% | 22.0% | 17.2% | 25.3% | 23.1% | 21.6% | 33.9% | 41.9% | 23.8% | 11.9% |
| Site connected to sports heritage | 3.9% | 1.8% | 7.9% | 1.5% | 4.1% | 5.5% | 2.5% | 6.1% | 3.7% | 2.3% | 1.3% | 8.6% | 5.6% | 7.9% |
| None of these | 14.5% | 24.6% | 38.4% | 24.7% | 25.0% | 26.2% | 13.8% | 4.9% | 11.1% | 11.8% | 2.2% | 2.9% | 12.5% | 6.5% |

* Respondents from Groups B (Economically Inactive Flats), C (Public Renting Young Families), D (Low Income Public Renters) and E (Low income Private Terraces) are all significantly more likely to have visited none of the places listed.
* Conversely, respondents from Groups G (Affluent Professionals), J (University Students) and K (Young Renting Professionals) are all significantly less likely to have visited none of the places listed.

**% saying they have never taken part or attended an art or cultural event or activity in the last year:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Never taken part in an art or cultural event or activity | 58.8% | 62.3% | 81.7% | 73.0% | 62.2% | 66.8% | 66.7% | 41.2% | 53.5% | 66.2% | 49.4% | 44.1% | 55.8% | 73.9% |
| Never attended an art or cultural event or activity | 27.8% | 32.2% | 61.1% | 47.2% | 40.2% | 36.9% | 36.7% | 18.0% | 19.7% | 29.7% | 9.7% | 7.9% | 17.4% | 13.1% |

* When Panel members were asked this question again for a second time following prompts about different types of art and cultural activities Groups B, C, D and F still stand out for low participation / attendance.
* Conversely Groups G, H, J K and L stand out for high levels of participation / engagement.

**% agreeing / strongly agreeing with the following statements:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Arts/culture make a difference where I live | 55.3% | 51.8% | 41.6% | 44.0% | 42.5% | 39.8% | 52.5% | 70.2% | 57.9% | 50.8% | 64.2% | 78.4% | 61.3% | 90.3% |
| Access to museums/galleries is important | 85.2% | 89.0% | 86.8% | 77.0% | 83.4% | 78.4% | 81.1% | 94.7% | 84.8% | 82.1% | 95.5% | 88.4% | 93.8% | 95.6% |
| Art and culture are not for people like me | 7.2% | 18.3% | 0.0% | 12.7% | 12.6% | 7.7% | 9.5% | 3.2% | 7.4% | 3.8% | 7.5% | 2.9% | 1.2% | 2.2% |
| There are lots of opportunities to get  involved in art and culture if I want | 42.5% | 49.7% | 44.1% | 31.5% | 37.4% | 42.2% | 41.5% | 45.5% | 47.2% | 36.3% | 57.8% | 49.4% | 47.5% | 42.3% |
| I am an arty person | 26.1% | 28.3% | 13.7% | 27.4% | 23.7% | 21.3% | 21.4% | 22.8% | 33.1% | 16.7% | 33.6% | 27.6% | 41.7% | 14.3% |
| It is important for local councils and other  local organisations to support art/culture | 81.6% | 89.4% | 82.0% | 74.4% | 79.2% | 80.8% | 77.5% | 90.6% | 82.1% | 73.4% | 96.1% | 92.3% | 87.1% | 91.2% |
| Art and culture are for rich people | 7.5% | 3.1% | 0.0% | 9.1% | 8.8% | 14.6% | 5.2% | 10.0% | 8.9% | 4.4% | 1.3% | 9.3% | 2.9% | 0.0% |
| I don't really understand the arts | 13.6% | 11.1% | 8.6% | 12.3% | 17.6% | 13.2% | 20.8% | 12.6% | 13.2% | 9.4% | 9.3% | 9.6% | 12.1% | 30.9% |
| I am a bit of a culture vulture | 22.1% | 32.8% | 36.9% | 22.1% | 14.4% | 12.9% | 16.0% | 21.8% | 24.6% | 11.9% | 37.3% | 37.1% | 35.4% | 10.2% |
| Public money should support art/culture | 56.1% | 58.3% | 41.5% | 45.3% | 43.2% | 48.8% | 52.2% | 68.1% | 54.4% | 49.3% | 77.6% | 84.9% | 66.2% | 60.5% |
| I have no interest in the arts | 8.8% | 20.7% | 2.6% | 10.0% | 16.9% | 9.7% | 11.5% | 7.6% | 9.0% | 4.9% | 0.6% | 5.1% | 4.7% | 4.4% |
| I want to get involved in art and culture | 34.2% | 41.5% | 30.1% | 23.5% | 29.4% | 36.7% | 23.7% | 40.9% | 42.2% | 21.8% | 35.7% | 62.1% | 35.9% | 24.7% |
| Hull supports creative people and artists | 47.0% | 32.4% | 56.9% | 43.3% | 41.8% | 51.9% | 43.6% | 52.9% | 48.9% | 40.3% | 58.1% | 62.4% | 44.9% | 44.9% |
| Hull is great place for art and culture | 55.1% | 60.8% | 70.4% | 58.9% | 51.2% | 64.0% | 48.1% | 58.3% | 60.2% | 43.5% | 56.6% | 60.8% | 50.0% | 77.3% |

* Four customer groups stand out: Group C (Public Renting Young Families) and Group I (Working Families in Detached / Semis) on one side and Group J (university students) and Group K (Young Renting Professionals).
* Group C are more likely to agree that art and culture is not for them and less likely to agree that art / culture makes a difference where they live, that access to museums and galleries is important, that there are lots of opportunity to get involved in art and culture, that it is important for local councils and organisations to support art and culture, that public money should be spent on art and culture or that they want to be involved in art and culture.
* Group I are less likely to agree that they are an arty person, that it is important for local councils and organisations to support art and culture, that they are a bit of a culture vulture, that they want to be involved in art and culture or that Hull is a great place for art and culture.
* Group J are much more likely to agree that access to museums / galleries is important, that there are lots of opportunities to get involved in art and culture, that it is important for local councils and organisations to support art and culture, that they are a bit of a culture vulture or that public money should support arts / culture. They are less likely to agree that they have no interest in the arts.
* Group K are also more likely to agree that it is important for local councils and organisations to support art and culture, that they are a bit of a culture vulture or that public money should support arts / culture. They are also more likely to agree that arts /culture makes a difference where they live, that they want to get involved in art and culture and that Hull supports creative people and artists.

**% giving each option as one of top 3 benefits to Hull from art and culture:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Increases visitors / tourists | 66.0% | 60.3% | 70.5% | 68.9% | 71.6% | 81.6% | 66.1% | 56.0% | 67.4% | 68.0% | 40.2% | 67.0% | 55.8% | 89.0% |
| Improves local facilities / infrastructure | 13.7% | 8.8% | 7.8% | 13.6% | 11.6% | 10.1% | 11.1% | 16.1% | 15.4% | 18.2% | 3.1% | 21.1% | 6.7% | 34.3% |
| Enhances the city’s reputation | 47.8% | 64.0% | 44.0% | 46.1% | 45.7% | 31.3% | 52.1% | 44.6% | 52.7% | 56.3% | 51.9% | 47.5% | 39.4% | 32.7% |
| Creates civic pride | 18.1% | 9.7% | 8.4% | 15.5% | 12.7% | 16.0% | 19.5% | 13.2% | 23.4% | 13.2% | 28.1% | 26.3% | 20.9% | 24.5% |
| Increases opportunities to participate | 9.1% | 0.0% | 22.6% | 7.6% | 9.8% | 9.3% | 4.7% | 6.5% | 9.3% | 11.3% | 23.8% | 4.9% | 13.9% | 4.4% |
| Improves trade for local business | 21.2% | 16.8% | 38.7% | 31.0% | 18.9% | 23.2% | 21.1% | 12.9% | 20.6% | 22.4% | 4.7% | 16.1% | 32.5% | 20.6% |
| Brings local communities together | 19.8% | 21.4% | 17.2% | 27.2% | 20.6% | 19.8% | 19.8% | 22.6% | 20.2% | 10.8% | 37.0% | 20.6% | 9.6% | 30.9% |
| Increases jobs and develops skills | 14.1% | 19.4% | 27.4% | 20.9% | 16.2% | 7.6% | 13.3% | 14.4% | 13.8% | 8.4% | 13.5% | 10.1% | 19.1% | 10.0% |
| Attracts / retains business and industry | 7.6% | 15.1% | 0.0% | 13.6% | 5.8% | 7.2% | 5.9% | 14.1% | 6.6% | 5.6% | 6.1% | 8.7% | 2.8% | 0.0% |
| Revitalises the city | 27.5% | 22.2% | 19.6% | 19.8% | 19.2% | 32.0% | 35.1% | 27.1% | 27.0% | 30.3% | 25.8% | 38.9% | 26.6% | 4.4% |
| Develops local talent | 27.6% | 26.0% | 10.5% | 22.7% | 44.3% | 33.3% | 24.9% | 32.7% | 23.1% | 24.6% | 20.7% | 18.5% | 33.5% | 16.1% |
| Inspires local people | 27.3% | 32.1% | 12.7% | 29.1% | 28.1% | 25.3% | 25.6% | 29.7% | 21.4% | 27.3% | 41.3% | 27.5% | 31.6% | 28.6% |

* Group C (Public Renting Young Families) were more likely to select improved trade for local businesses, bringing local communities together, increasing jobs and developing skills and attracting / retaining business and industry as the top benefits from art and culture. They were significantly less likely to select revitalisation of the city as a benefit.
* Typically, highly engaged groups like Group G (Affluent Professionals), J (University Students) and L (Diverse Private Renters) tended to be significantly less likely to pick things like increased visitors / tourists, improved infrastructure and improved local business as benefits. Instead they were more likely to pick things like increased civic pride, increased opportunities to participate, bringing local communities together and inspiring local people,

**% agreeing / strongly agreeing with the following statements:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Hull is important in world trade | 42.4% | 62.6% | 75.1% | 48.8% | 43.0% | 48.3% | 43.0% | 40.7% | 42.5% | 39.2% | 37.1% | 38.6% | 30.6% | 53.2% |
| Maritime heritage is the most important thing | 40.4% | 69.7% | 45.6% | 55.4% | 50.2% | 47.3% | 45.3% | 25.8% | 37.6% | 37.3% | 16.9% | 26.7% | 34.7% | 57.8% |
| Our Maritime history needs focusing on | 57.7% | 82.1% | 57.6% | 65.9% | 63.2% | 55.1% | 56.1% | 56.4% | 58.7% | 57.3% | 31.1% | 51.2% | 52.0% | 75.9% |
| The waterfront of Hull should be refurbished | 81.3% | 92.6% | 85.8% | 79.3% | 71.3% | 87.6% | 82.5% | 73.4% | 84.9% | 83.8% | 70.2% | 89.3% | 82.6% | 95.6% |
| Hull's maritime story is still happening | 48.4% | 52.8% | 58.1% | 45.3% | 55.9% | 55.7% | 51.0% | 41.9% | 48.6% | 40.9% | 61.9% | 51.7% | 46.3% | 34.4% |
| Hull is an important/ major port | 62.7% | 77.6% | 77.0% | 72.3% | 62.2% | 65.0% | 62.5% | 62.3% | 61.3% | 61.6% | 61.3% | 60.0% | 53.6% | 42.9% |
| Fishing should be the main focus | 15.5% | 32.3% | 36.8% | 25.8% | 32.5% | 16.5% | 13.8% | 6.8% | 15.4% | 8.5% | 5.4% | 4.9% | 5.1% | 39.0% |
| Hull was important to international migration | 51.7% | 38.4% | 54.3% | 51.6% | 50.4% | 44.2% | 42.1% | 60.4% | 48.3% | 50.6% | 52.5% | 66.6% | 58.4% | 81.3% |

* Groups A, B, C and D, all of which are more strongly connect to residents in council housing, were all significantly more likely to agree with many of the statements relating to Hull’s maritime history – particularly that maritime heritage sis the most important thing in Hull and that fishing should be the main focus.
* Conversely, Groups G, J, K and L, which are some of the younger more culturally engaged groups in the city were significantly less likely to agree with many of the statements including those that maritime heritage / fishing should be the focus.

**% giving each option as one of top 5 maritime based focuses to attract visitors:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| The whaling industry | 31.2% | 35.5% | 30.6% | 35.2% | 40.3% | 28.6% | 34.6% | 23.1% | 29.4% | 34.0% | 24.7% | 22.7% | 34.8% | 20.6% |
| Deep sea fishing | 46.5% | 54.5% | 73.5% | 50.5% | 64.3% | 43.7% | 51.5% | 40.2% | 35.0% | 51.6% | 19.7% | 45.9% | 48.1% | 71.4% |
| Meaux Abbey / Founding of Hull | 39.3% | 21.4% | 40.1% | 35.4% | 34.8% | 43.6% | 42.9% | 42.9% | 46.3% | 37.5% | 32.6% | 37.2% | 35.9% | 14.0% |
| Hulls role in the Industrial Revolution | 44.5% | 57.8% | 42.1% | 37.1% | 44.1% | 50.8% | 36.4% | 50.1% | 50.1% | 39.2% | 33.9% | 52.4% | 39.3% | 81.2% |
| Hanseatic League | 10.1% | 4.2% | 12.2% | 5.7% | 2.9% | 10.4% | 7.9% | 12.9% | 10.0% | 11.0% | 9.5% | 30.9% | 11.1% | 0.0% |
| Trade with Australia / New Zealand | 14.2% | 8.9% | 8.4% | 18.8% | 23.1% | 9.4% | 15.0% | 9.8% | 15.4% | 7.8% | 20.6% | 10.8% | 11.9% | 29.0% |
| Gateway for migration to America | 27.6% | 23.4% | 22.9% | 24.3% | 21.2% | 16.3% | 28.6% | 38.6% | 31.6% | 20.2% | 30.9% | 38.6% | 23.9% | 30.7% |
| Hull as a major world trading route | 52.5% | 40.1% | 65.4% | 55.5% | 56.9% | 69.0% | 47.4% | 47.8% | 52.4% | 50.5% | 41.8% | 58.6% | 43.8% | 89.4% |
| Yorkshires only maritime city | 59.8% | 57.0% | 51.6% | 63.2% | 60.6% | 49.5% | 61.0% | 56.8% | 60.7% | 63.4% | 63.0% | 54.3% | 57.8% | 69.4% |
| Entrepreneurship | 22.6% | 11.4% | 50.1% | 23.1% | 22.2% | 34.4% | 16.8% | 20.8% | 23.1% | 18.5% | 13.7% | 30.4% | 27.1% | 12.1% |
| Docks and their history | 71.2% | 84.0% | 72.3% | 74.0% | 78.7% | 75.1% | 76.1% | 67.7% | 69.0% | 76.6% | 63.8% | 59.9% | 59.6% | 73.3% |

**% giving each option as one of top 5 non maritime based focuses to attract visitors:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Leaders in renewable energy | 57.5% | 53.9% | 35.3% | 58.3% | 60.8% | 69.7% | 53.3% | 65.7% | 53.9% | 55.4% | 57.3% | 62.8% | 49.0% | 61.2% |
| Architectural heritage | 32.8% | 17.0% | 37.4% | 32.5% | 28.2% | 42.8% | 38.0% | 33.1% | 33.3% | 28.3% | 30.0% | 33.4% | 36.0% | 40.9% |
| Art and creative sector | 34.2% | 14.1% | 28.9% | 20.7% | 24.9% | 37.6% | 29.2% | 42.4% | 40.5% | 29.4% | 36.4% | 45.3% | 47.2% | 16.1% |
| Story of Royal Charter | 29.1% | 46.9% | 31.0% | 34.2% | 36.0% | 27.4% | 37.8% | 25.4% | 24.6% | 32.3% | 17.6% | 33.8% | 13.0% | 10.6% |
| Contribution to Literature | 21.6% | 22.2% | 20.5% | 15.3% | 7.5% | 20.9% | 17.9% | 22.2% | 24.3% | 21.6% | 42.2% | 46.2% | 17.4% | 26.4% |
| Contribution to Science | 27.6% | 28.6% | 22.5% | 27.7% | 28.6% | 25.8% | 23.5% | 38.9% | 25.4% | 21.8% | 28.1% | 39.5% | 27.8% | 32.6% |
| Hull’s famous people | 46.4% | 63.3% | 55.6% | 56.2% | 53.4% | 42.5% | 56.3% | 29.2% | 48.8% | 47.9% | 36.8% | 25.2% | 38.6% | 69.7% |
| New Developments | 31.3% | 31.9% | 42.9% | 25.9% | 33.2% | 49.9% | 29.2% | 21.7% | 35.1% | 36.2% | 24.7% | 23.2% | 22.7% | 68.7% |
| The Hull blitz | 44.8% | 54.5% | 58.1% | 51.1% | 55.2% | 38.1% | 45.8% | 41.5% | 47.5% | 43.0% | 44.9% | 35.9% | 30.1% | 35.2% |
| Hull’s industrial story | 20.9% | 27.6% | 37.1% | 18.9% | 29.9% | 19.6% | 15.8% | 20.3% | 18.5% | 20.6% | 35.4% | 19.9% | 17.6% | 26.7% |
| Abolition of slavery (Wilberforce) | 68.8% | 75.5% | 46.1% | 75.5% | 62.6% | 58.9% | 68.4% | 73.9% | 65.4% | 71.6% | 78.9% | 73.2% | 66.0% | 55.1% |
| Hull and the English Civil war | 40.1% | 49.0% | 40.3% | 39.5% | 28.8% | 21.1% | 37.9% | 42.2% | 46.4% | 43.6% | 43.8% | 43.1% | 40.3% | 26.1% |

**% giving each option as one of top 5 most important to attract visitors:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Museums Quarter | 74.7% | 58.5% | 64.7% | 64.3% | 69.8% | 71.3% | 74.6% | 76.5% | 78.4% | 79.6% | 82.1% | 76.8% | 79.4% | 69.3% |
| Maritime Museum | 34.1% | 34.6% | 60.6% | 35.7% | 44.0% | 42.5% | 35.3% | 27.3% | 29.1% | 38.8% | 18.1% | 21.7% | 28.5% | 81.5% |
| History Centre | 13.9% | 12.4% | 20.2% | 23.0% | 22.6% | 15.5% | 13.6% | 9.8% | 8.0% | 10.4% | 19.7% | 4.0% | 13.3% | 60.6% |
| Ferens Art Gallery | 35.8% | 47.3% | 36.9% | 27.3% | 32.0% | 21.7% | 36.1% | 43.5% | 36.6% | 37.4% | 52.8% | 45.0% | 32.3% | 18.5% |
| Hull Interchange | 6.4% | 7.3% | 8.9% | 8.8% | 5.2% | 13.9% | 2.9% | 9.4% | 8.3% | 2.7% | 7.0% | 3.9% | .8% | 0.0% |
| The Deep | 72.1% | 66.8% | 37.0% | 74.8% | 66.0% | 72.1% | 76.9% | 67.4% | 78.6% | 67.9% | 69.5% | 69.7% | 83.0% | 25.6% |
| Prospect Centre | 2.3% | 0.0% | 7.9% | 2.8% | 1.6% | 1.0% | 3.6% | .8% | 3.5% | 1.4% | 3.8% | 1.9% | 1.3% | 0.0% |
| St Stephens | 16.1% | 6.1% | 0.0% | 23.3% | 20.6% | 13.2% | 17.2% | 11.4% | 17.3% | 14.8% | 11.0% | 12.7% | 18.0% | 8.5% |
| Princes Quay | 4.4% | 6.1% | 0.0% | 6.8% | 4.7% | 5.1% | 9.4% | .5% | 5.4% | 1.5% | 3.8% | 2.1% | 0.0% | 8.8% |
| Marina and Pier | 54.0% | 63.4% | 45.8% | 43.9% | 50.0% | 71.3% | 59.1% | 57.2% | 57.4% | 54.5% | 49.2% | 55.3% | 39.9% | 48.8% |
| Fruit Market | 20.1% | 11.4% | 11.1% | 12.2% | 11.2% | 20.1% | 18.0% | 22.8% | 23.2% | 20.2% | 20.6% | 30.4% | 26.9% | 34.5% |
| Riverfront (Humber) | 19.4% | 28.5% | 12.6% | 14.9% | 12.9% | 12.4% | 14.3% | 30.5% | 22.7% | 18.2% | 15.5% | 21.7% | 22.8% | 28.0% |
| Riverfront (Hull) | 13.4% | 22.3% | 13.4% | 16.1% | 7.7% | 11.2% | 19.4% | 10.8% | 12.3% | 16.2% | 17.7% | 15.3% | 10.1% | 0.0% |
| Queen’s Gardens | 17.1% | 13.9% | 18.1% | 22.0% | 19.8% | 21.7% | 15.8% | 14.1% | 16.5% | 16.7% | 12.7% | 24.8% | 8.5% | 8.8% |
| City Hall | 6.3% | 4.6% | 0.0% | 4.7% | 7.4% | 7.9% | 4.4% | 3.5% | 10.3% | 4.5% | 11.2% | 4.4% | 5.2% | 0.0% |
| New Theatre | 15.3% | 21.3% | 3.7% | 16.7% | 17.0% | 4.6% | 15.3% | 14.9% | 21.2% | 15.2% | 5.9% | 12.5% | 16.2% | 0.0% |
| Guildhall | 6.0% | 1.9% | 0.0% | 9.0% | 17.2% | 2.6% | 7.4% | 3.5% | 1.5% | 3.9% | 8.5% | 4.9% | 7.5% | 2.1% |
| Maister House | 2.5% | 0.0% | 4.7% | 3.5% | 2.2% | 5.2% | 2.0% | 1.9% | .8% | 2.2% | 2.4% | 7.0% | 3.2% | 0.0% |
| Holy Trinity Church | 33.7% | 40.7% | 72.1% | 47.6% | 47.6% | 18.6% | 34.8% | 23.7% | 24.5% | 36.8% | 33.5% | 31.8% | 26.8% | 72.9% |
| St Mary’s Church | 4.2% | 17.1% | 3.7% | 5.0% | 2.3% | 1.3% | 4.5% | 2.0% | 3.0% | 6.4% | 1.4% | 7.0% | 6.1% | 0.0% |
| Ice Arena | 2.3% | 0.0% | 0.0% | 4.8% | 4.1% | 0.0% | 1.3% | 4.4% | .5% | 2.4% | 0.0% | 6.9% | 0.0% | 0.0% |
| Statues | 3.0% | 0.0% | 0.0% | 6.1% | 3.9% | 11.4% | 1.0% | .3% | 3.0% | 2.5% | 1.4% | 1.0% | 1.5% | 0.0% |
| Fish Trail | 21.2% | 33.2% | 24.0% | 14.8% | 21.6% | 26.4% | 21.8% | 21.3% | 17.2% | 24.7% | 19.7% | 29.8% | 24.6% | 12.1% |
| Larkin Trail | 8.4% | 0.0% | 0.0% | 14.5% | 8.3% | 4.6% | 4.3% | 7.7% | 9.0% | 9.7% | 11.3% | 12.1% | 1.7% | 20.0% |

* Of the places / things listed, those most contested were Holy Trinity Church, Maritime Museum and the History Centre.
* All three were identified as particularly important by Groups B, C, D and M. However, Groups G, H, K and L were less likely to identify them as important.

**% giving each option as one of top 5 priorities for investment / refurbishment:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Museums Quarter | 34.9% | 37.8% | 50.6% | 34.4% | 34.9% | 33.7% | 34.0% | 32.3% | 31.4% | 41.6% | 43.4% | 38.5% | 32.4% | 20.0% |
| Maritime Museum | 20.6% | 42.1% | 29.6% | 20.6% | 26.3% | 12.4% | 24.0% | 18.2% | 22.4% | 15.8% | 17.0% | 15.0% | 15.7% | 47.0% |
| History Centre | 7.1% | 4.2% | 5.4% | 9.1% | 13.7% | 9.9% | 5.7% | 3.8% | 6.9% | 4.3% | 7.5% | .8% | 5.6% | 46.5% |
| Ferens Art Gallery | 20.4% | 1.9% | 18.0% | 20.4% | 23.1% | 19.9% | 13.0% | 20.9% | 20.3% | 21.5% | 31.5% | 24.8% | 18.3% | 11.9% |
| Hull Interchange | 12.7% | 10.1% | 14.1% | 17.9% | 15.8% | 21.2% | 14.1% | 11.8% | 11.5% | 11.6% | 15.0% | 2.8% | 3.6% | 26.7% |
| The Deep | 7.9% | 6.2% | 11.2% | 8.1% | 10.5% | 9.1% | 10.2% | 3.2% | 7.1% | 9.8% | 6.1% | 3.5% | 10.7% | 7.9% |
| Prospect Centre | 9.3% | 11.7% | 16.7% | 11.5% | 6.1% | 12.8% | 9.6% | 8.0% | 10.4% | 4.2% | 10.7% | 4.3% | 13.5% | 7.9% |
| St Stephens | 3.3% | 0.0% | 16.9% | 2.0% | 6.2% | 3.2% | 4.4% | 4.8% | 2.3% | 1.8% | 0.0% | 2.2% | 4.7% | 0.0% |
| Princes Quay | 19.7% | 39.4% | 7.9% | 17.0% | 18.3% | 33.1% | 25.9% | 19.1% | 25.1% | 16.2% | 7.1% | 8.7% | 9.0% | 4.4% |
| Marina and Pier | 49.5% | 65.2% | 52.2% | 41.4% | 41.9% | 49.5% | 51.7% | 58.3% | 57.2% | 57.4% | 47.2% | 37.3% | 34.5% | 59.1% |
| Fruit Market | 44.4% | 35.8% | 28.6% | 31.9% | 29.5% | 52.9% | 41.7% | 47.9% | 51.5% | 47.3% | 15.7% | 75.3% | 48.2% | 34.9% |
| Riverfront (Humber) | 31.4% | 18.6% | 24.5% | 30.1% | 29.0% | 39.1% | 41.6% | 35.6% | 30.0% | 27.6% | 13.1% | 36.9% | 32.4% | 10.0% |
| Riverfront (Hull) | 41.4% | 19.6% | 51.1% | 28.4% | 28.5% | 45.8% | 51.0% | 52.5% | 41.9% | 40.4% | 39.6% | 49.9% | 40.6% | 51.0% |
| Queen’s Gardens | 35.3% | 39.7% | 19.6% | 40.6% | 35.5% | 35.0% | 30.5% | 32.4% | 38.3% | 35.4% | 32.2% | 47.1% | 23.2% | 34.1% |
| City Hall | 9.3% | 16.9% | 7.1% | 13.8% | 17.3% | 1.2% | 8.6% | 6.2% | 7.9% | 8.7% | 3.5% | 11.8% | 5.7% | 16.3% |
| New Theatre | 13.4% | 17.1% | 22.7% | 14.8% | 14.4% | 8.9% | 9.3% | 13.6% | 14.0% | 14.8% | 10.1% | 12.7% | 13.9% | 6.5% |
| Guildhall | 3.5% | 0.0% | 0.0% | 6.1% | 3.7% | 4.3% | 5.1% | .7% | 3.8% | 4.5% | 1.9% | 0.0% | 2.2% | 0.0% |
| Maister House | 2.5% | 4.2% | 4.5% | 1.8% | 2.1% | 6.0% | 3.0% | .4% | 2.9% | 3.3% | 0.0% | 1.5% | 2.7% | 0.0% |
| Holy Trinity Church | 19.4% | 18.1% | 40.5% | 12.7% | 28.0% | 15.2% | 23.8% | 8.6% | 18.1% | 23.5% | 36.2% | 19.3% | 8.0% | 37.0% |
| St Mary’s Church | 8.8% | 27.2% | 11.7% | 8.4% | 9.7% | 10.6% | 10.3% | 6.4% | 6.9% | 11.0% | 1.9% | 9.9% | 8.3% | 6.5% |
| Ice Arena | 13.3% | 10.7% | 7.8% | 13.4% | 11.6% | 11.2% | 11.0% | 17.6% | 18.9% | 11.4% | 3.3% | 18.1% | 9.7% | 0.0% |
| Statues | 8.8% | 7.2% | 23.2% | 11.8% | 13.0% | 10.8% | 7.3% | 4.1% | 6.5% | 8.0% | 15.2% | 8.6% | 8.4% | 4.4% |
| Fish Trail | 11.9% | 18.7% | 12.5% | 17.3% | 11.1% | 9.3% | 7.1% | 19.4% | 9.6% | 8.0% | 24.8% | 13.4% | 9.2% | 12.3% |
| Larkin Trail | 6.0% | 0.0% | 0.0% | 9.9% | 11.9% | 8.8% | 3.2% | 5.2% | 5.5% | 5.8% | 3.7% | 2.0% | 1.5% | 20.0% |

* Of the places / things listed, those most contested were Princes Quay, the Fruit Market and the River Hull frontage.
* Groups A, E and H were all statistically more likely to say that Princes Quay should be a priority for investment whilst Groups J, K and L were all statistically less likely to say so.
* Groups H and K were statistically more likely to say that the Fruit Market should be a priority for investment whilst Groups C, D and J were statistically less likely to say so.
* Finally, Groups F and G were statistically more likely to say that the River Hull frontage should be a priority for investment whilst Groups A, C and D were statistically less likely to say so

**% giving each option as one of top 5 most important to attract visitors:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Camp/Caravan Sites | 9.4% | 9.4% | 19.4% | 9.8% | 6.0% | 20.1% | 16.9% | 6.7% | 7.7% | 7.3% | 3.3% | 3.1% | 13.9% | 2.1% |
| Hostels | 9.4% | 11.5% | 6.8% | 10.0% | 9.3% | 18.9% | 7.6% | 9.8% | 9.4% | 3.8% | 10.9% | 5.9% | 15.9% | 20.1% |
| Hotels | 43.5% | 38.3% | 49.9% | 46.6% | 35.0% | 53.1% | 45.4% | 28.6% | 42.9% | 53.7% | 46.9% | 48.7% | 36.5% | 43.0% |
| Conferences | 17.5% | 24.8% | 19.8% | 10.5% | 16.1% | 19.1% | 13.1% | 26.8% | 16.3% | 12.9% | 22.6% | 34.1% | 17.3% | 7.9% |
| National events | 49.7% | 57.0% | 32.5% | 34.8% | 37.9% | 40.8% | 51.0% | 64.8% | 50.0% | 55.6% | 57.3% | 58.3% | 55.2% | 42.2% |
| Independent cinema | 6.2% | 5.1% | 0.0% | 2.4% | 7.7% | 9.8% | 4.7% | 11.2% | 5.5% | 2.8% | 2.6% | 10.4% | 12.8% | 0.0% |
| Big name music | 60.9% | 90.1% | 57.1% | 73.1% | 65.2% | 52.7% | 61.3% | 52.9% | 65.4% | 60.7% | 46.3% | 44.4% | 55.3% | 52.0% |
| Big name theatre | 35.7% | 41.6% | 38.3% | 41.8% | 43.8% | 23.0% | 35.3% | 33.2% | 40.7% | 35.8% | 32.4% | 14.7% | 26.8% | 43.6% |
| Outdoor events | 43.0% | 34.9% | 65.7% | 46.9% | 45.2% | 36.2% | 44.2% | 34.4% | 48.7% | 38.9% | 38.4% | 37.5% | 44.7% | 47.4% |
| New attractions | 41.2% | 27.4% | 45.8% | 43.5% | 39.5% | 32.3% | 42.4% | 33.8% | 45.7% | 47.1% | 29.3% | 39.6% | 45.8% | 32.9% |
| Iconic buildings | 21.4% | 7.2% | 33.1% | 21.4% | 29.3% | 26.9% | 17.7% | 23.3% | 19.2% | 18.5% | 14.4% | 27.3% | 23.7% | 11.9% |
| More theatres | 5.3% | 0.0% | 0.0% | 13.0% | 10.7% | 1.9% | 3.4% | 7.7% | 1.4% | 5.1% | 9.2% | 3.8% | .7% | 0.0% |
| Concert venue | 27.1% | 31.9% | 28.9% | 25.2% | 32.0% | 31.2% | 22.6% | 29.1% | 24.0% | 23.8% | 20.8% | 38.2% | 24.0% | 44.7% |
| Shops | 33.3% | 48.8% | 19.5% | 34.7% | 33.5% | 34.1% | 37.2% | 23.3% | 35.1% | 38.5% | 26.3% | 34.0% | 27.0% | 24.2% |
| Restaurants | 26.4% | 21.2% | 22.3% | 26.4% | 15.3% | 33.2% | 31.0% | 34.4% | 26.0% | 28.3% | 15.5% | 23.5% | 28.1% | 16.3% |
| Historical buildings | 36.4% | 23.2% | 48.5% | 31.1% | 42.1% | 28.2% | 35.3% | 31.8% | 38.2% | 39.2% | 37.7% | 45.4% | 24.7% | 85.0% |

* Unlike respondents from Groups C and D, respondents from Group G are significantly more likely to think that Conferences and National Events are important for attracting visitors.
* While respondents from Groups A and C are more likely to think that Big Name Music is important for attracting visitors to Hull, respondents from Groups J and K are less likely to think so.
* Unlike respondents from Groups D, G and L, respondents from Group I are significantly more likely to think that hotels are important for attracting more visitors to Hull.

**% who would take a visitor to the East Riding:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Would take to East Riding | 91.1% | 98.2% | 84.6% | 86.7% | 90.2% | 84.9% | 96.1% | 93.4% | 90.9% | 93.4% | 90.3% | 89.3% | 88.9% | 100.0% |

* Respondents from Group F are significantly more likely to take a visitor to Hull into the East Riding.

**% who selected each of the following statements regarding volunteering:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Yes - Volunteer | 23.6% | 24.7% | 23.9% | 19.8% | 27.4% | 27.6% | 17.1% | 34.7% | 22.9% | 22.1% | 26.3% | 34.5% | 11.1% | 12.1% |
| Maybe - Volunteer | 35.1% | 29.6% | 23.6% | 38.6% | 32.6% | 34.1% | 35.6% | 28.1% | 31.4% | 31.2% | 28.2% | 44.7% | 53.8% | 70.4% |

* Respondents from Groups G and K are significantly more likely to say yes they are interested in volunteering.
* Respondents aged from Groups L and M significantly more likely to say maybe they are interested in volunteering so would probably benefit from targeted encouragement.

**% who selected each of the following statements:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Hull | A | B | C | D | E | F | G | H | I | J | K | L | M |
| More Coverage | 51.8% | 56.7% | 32.8% | 46.4% | 37.2% | 53.2% | 44.8% | 65.2% | 51.3% | 49.1% | 74.6% | 72.0% | 50.0% | 54.9% |
| Less Coverage | 3.2% | 0.0% | 4.7% | 6.1% | 5.1% | 1.3% | 5.1% | .8% | 1.7% | 3.7% | 2.4% | 1.9% | 0.0% | 16.5% |
| More Positive Coverage | 50.8% | 54.9% | 26.7% | 44.3% | 33.6% | 48.3% | 47.5% | 56.8% | 56.1% | 50.3% | 41.4% | 75.4% | 54.5% | 54.9% |
| Less Positive Coverage | 6.0% | 3.8% | 14.6% | 11.7% | 10.4% | 6.3% | 4.4% | 3.7% | 5.3% | 7.0% | 2.4% | .7% | 3.1% | 2.1% |
| Speak Highly of Hull | 69.8% | 78.9% | 72.7% | 66.5% | 67.0% | 59.1% | 69.3% | 76.0% | 71.7% | 69.2% | 79.9% | 80.3% | 56.9% | 87.9% |
| Speak Critically of Hull | 14.1% | 9.1% | 6.8% | 15.6% | 20.2% | 8.8% | 12.3% | 12.2% | 14.7% | 15.6% | 2.8% | 3.1% | 28.9% | 0.0% |
| Proud to Live in Hull | 75.6% | 77.0% | 92.1% | 79.3% | 70.7% | 66.2% | 73.0% | 84.8% | 80.0% | 66.8% | 74.5% | 81.6% | 73.5% | 72.1% |

* Those groups which are most engaged in arts and culture (e.g. Groups G, J and K) are all significantly more likely to say that there has been more media coverage of Hull since winning City of Culture. Respondents from Group K particularly are more likely to say that that this media coverage of Hull has been more positive.
* Respondents from Group D are significantly less likely to say that there has been more media coverage of Hull since winning City of Culture. Together with Group C they are also significantly more likely to say that media coverage has also been less positive since winning the title,
* Respondents from Group K are significantly more likely to speak positively about Hull to a stranger. Similarly, respondents from Group J are less likely to speak about Hull negatively.
* Conversely, respondents from Group E and L are less likely to speak positively about Hull to a stranger. A significantly high proportion of respondents from Groups D and L would actually speak critically of Hull to a stranger.

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|  | Hull | ER | Gender | | Age | | | | | | LLTI | | Ethnicity | |
| Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | LLTI | No LLTI | BME | White British |
| Taken part in an art or cultural event or activity |  |  | 60.5% | 65.0% | 57.6% | 54.1% | 58.4% | 73.2% | 70.5% | 78.7% | 69.1% | 60.9% | 49.8% | 63.2% |

* Finally, respondents from Group I are significantly less likely to say they are proud to live in Hull