Putting Music at the Heart of Hull:

- 11% play an instrument
- 24% used to play an instrument
- 8% want to start playing again
- 16% want to learn an instrument
- 6% sing (e.g. in a band / choir)
- 13% used to sing
- 4% want to start singing again
- 9% want to learn to sing

11% want to learn to sing or play an instrument but find the idea scary

Favourite Music Concerts / Gigs to Attend:

- Pop / rock: 73%
- Classical & choral: 30%
- Folk / country / traditional: 31%
- Don’t attend concerts / listen to music: 6%

Music and Young People:

- Music is an important part of children’s education: 89%
- Children should have access to music opportunities in school: 93%
- Children should have access to music opportunities out of school: 90%
- I would like to attend concerts showcasing Hull’s young people: 52%

Austerity and Public Services

Awareness:

- UK government austerity measures: 66%
- £131m reduction to HCC budget since 2010: 44%
- Public sector budget cuts: 72%
- 25% reduction in HCC staff: 43%

Personal Experience of Effects of Hull City Council Budget Cuts:

- Reduced freq of services: 63%
- Longer waiting times: 45%
- Cut services: 57%
- Less support for vulnerable: 43%
- Outsourced services: 43%
- Experienced no effects: 9%

Most Affected by Austerity in Hull:

- Disabled: 57%
- Low Income: 49%
- 16–24 Yrs: 44%
- Health & Social Care: 79%
- Crime & Safety: 73%
- Roads & Transport: 66%
- Education & Skills: 61%

Change in Council Tax:

- Increase by 1%: 21%
- Increase by 2%: 15%
- Increase by 3% or more: 14%
- No change: 33%
- Reduce by 1%: 3%
- Reduce by 2%: 4%
- Reduce by 3% or more: 10%
### Getting Information about the City:

#### Main Source of Local News and Information:
- Social media news account / page: 36%
- Local newspaper app or website: 21%
- Local TV news: 13%
- Print edition local newspaper: 11%
- Local radio news: 8%

#### What People Want From Source:
- Convenient
- Easy to understand
- Relevant to Hull
- Free from adverts
- Trusted
- Uses expert views
- Unbiased

### Data and Providing Services Digitally:

#### Understanding of Data:
- Big Data: 20%
- Open Data: 26%
- Shared Data: 50%
- Personal Data: 70%

#### Support Public Services To:
- 61% use anonymised data to improve services and local conditions
- 52% use anonymised data in a way that is accessible to anyone
- 50% securely hold personal data about me and the services I use
- 45% share data about me across different organisations if necessary

#### Trust with Personal Data:
- Local Public Sector Organisations: 42%
- Central Government Agencies: 39%
- Private Sector Organisations: 5%
- Social Media Organisations: 2%

### Receiving Local News and Information Directly From Hull City Council:
- Interested: 61%
- Not Interested: 20%
- Not Sure: 19%

#### Of Those Interested / Not Sure:
- By Email: 56%
- Website / App: 29%
- Printed / Post: 15%
- Weekly: 42%
- Monthly: 40%

### Local News and Information of Interest:
- Events and what’s on: 85%
- Public services news and information: 85%
- Local community news: 76%
- Changes to council / govt policy and its affect: 73%
- Breaking news: 64%
- Opportunities to give views / opinions: 61%
- Council service news: 59%
- Traffic and congestion news: 53%

### Finding Information Now:
- I know what’s going on in the city: 47%
- I find it hard to find out what’s going on: 36%
- I would like more info about events: 79%
- I would like more info / news about what’s going on in Hull: 82%

### Integrating Technology into Hull:

#### Areas of Benefit:
- Roads & traffic: 59%
- Health services: 52%
- Transport: 38%
- Education: 37%

#### Biggest Concerns:
- Privacy issues
- Cyber hacking
- System failure
- Depersonalisation
- Job losses

#### Perceived Benefits:
- Improved understanding of need
- Better services
- Money saving
- React and respond to unforeseen events