

YouGov Survey Results

Sample Size: 1094 Adults
Fieldwork: 1st - 11th June 2021

	2019 Vote			EU Ref Vote		Gender		Age				Social Grade		Region			YouGov Red Wall Constituency		Response to First Q	
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Midlands	North	Others	Red Wall	Generally declined	Generally improved	
Weighted Sample	1094	328	386	60	365	464	536	558	156	440	254	244	654	436	272	822	867	227	364	193
Unweighted Sample	1094	320	384	65	382	448	463	631	172	408	259	255	663	426	281	813	836	258	364	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In recent years, do you think your local area has...

Generally improved	18	15	20	14	25	14	18	17	18	21	16	13	22	11	11	20	18	17	0	100
Generally declined	33	39	31	31	30	41	30	36	25	31	39	36	34	33	42	31	33	36	100	0
Generally stayed much the same	44	44	42	52	42	43	47	40	40	43	41	49	39	49	40	45	44	43	0	0
Don't know	5	2	7	3	3	2	4	6	16	5	4	2	5	7	7	5	6	4	0	0

And thinking about the North and Midlands as a whole, in recent years do you think things have...

Generally improved	13	13	11	18	18	11	14	13	14	14	15	10	16	9	13	13	13	12	3	48
Generally declined	44	50	47	43	44	54	46	43	29	41	48	55	42	48	48	43	44	45	83	17
Generally stayed much the same	31	30	29	33	28	28	32	29	37	30	27	30	31	30	31	31	30	32	10	20
Don't know	12	7	13	6	10	7	9	16	20	15	10	4	12	13	9	13	13	11	4	15

In a previous question you said your local area has improved/declined. Which of the following do you think that is mainly down to?

[Asked only to those two answered "Generally improved" or "Generally declined" to opening question, n=568]

Mostly down to the UK government	23	20	36	19	27	24	25	22	25	22	25	23	24	21	23	23	22	28	31	9
Mostly down to the Mayor	3	2	5	7	5	1	2	4	4	4	2	2	5	0	3	3	4	2	0	9
Mostly down to the local council	42	50	26	63	34	45	43	41	40	41	38	49	39	48	45	41	42	41	44	38
Mostly to do with factors other than the council, Mayor, or the UK government	22	22	24	11	24	21	23	20	20	19	27	22	20	24	18	23	22	20	17	29
Don't know	10	6	10	0	11	9	7	13	11	14	8	3	11	7	12	9	10	10	7	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to government spending in local areas, how much difference do you think the following make?

Whether the local MP is good or bad at their job?

Makes a very large difference	19	23	18	12	19	22	15	22	16	15	22	23	17	21	18	19	18	21	24	23
Makes a significant difference	32	33	31	36	32	31	29	35	34	33	27	33	34	29	31	32	30	38	32	34
TOTAL MAKES DIFFERENCE	51	56	49	48	51	53	44	57	50	48	49	56	51	50	49	51	48	59	56	57
Does not make very much difference	24	22	26	30	28	23	29	19	17	23	26	26	26	20	23	24	25	20	22	25
Does not make any difference at all	13	14	13	10	11	16	17	9	11	10	16	15	13	12	14	12	14	9	17	11
TOTAL DOES NOT MAKE DIFFERENCE	37	36	39	40	39	39	46	28	28	33	42	41	39	32	37	36	39	29	39	36
Don't know	13	8	12	13	10	8	10	16	22	18	9	3	10	18	15	13	13	12	5	8

Whether the local MP is member of the same political party as the Government?

Makes a very large difference	17	14	25	19	23	16	18	17	17	14	17	23	19	15	17	17	18	14	20	19
Makes a significant difference	28	33	28	37	35	27	28	28	24	25	29	34	30	25	26	28	28	27	29	28
TOTAL MAKES DIFFERENCE	45	47	53	56	58	43	46	45	41	39	46	57	49	40	43	45	46	41	49	47
Does not make very much difference	24	28	20	20	18	31	26	22	16	24	27	26	24	24	27	23	24	22	25	27
Does not make any difference at all	10	12	8	2	6	14	13	7	11	9	11	10	10	10	11	10	10	11	13	10
TOTAL DOES NOT MAKE DIFFERENCE	34	40	28	22	24	45	39	29	27	33	38	36	34	34	38	33	34	33	38	37
Don't know	21	13	19	22	18	11	15	26	31	28	16	6	17	27	18	21	20	25	14	16

When it comes to government spending in local areas, how much difference do you think the following make?

Whether the local council or elected mayor are good or bad at their job?

Makes a very large difference	23	30	21	14	23	26	21	25	17	21	25	29	23	24	25	23	23	23	31	26
Makes a significant difference	31	33	32	46	34	30	31	31	31	28	32	34	34	26	27	32	31	31	29	31
TOTAL MAKES DIFFERENCE	54	63	53	60	57	56	52	56	48	49	57	63	57	50	52	55	54	54	60	57
Does not make very much difference	21	17	21	18	22	21	24	18	17	22	23	20	23	18	21	21	22	17	22	26
Does not make any difference at all	10	13	9	8	7	13	13	7	10	7	10	14	9	12	12	9	10	10	10	6
TOTAL DOES NOT MAKE DIFFERENCE	31	30	30	26	29	34	37	25	27	29	33	34	32	30	33	30	32	27	32	32
Don't know	15	7	17	14	14	9	11	19	25	22	10	3	12	21	16	15	14	19	7	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whether the local council or elected mayor are from the same political party as the Government?

Makes a very large difference	16	17	19	20	20	15	17	14	13	12	17	24	17	14	16	16	17	11	19	19
Makes a significant difference	30	30	34	40	38	29	31	29	21	28	35	33	31	28	26	31	30	31	33	27
TOTAL MAKES DIFFERENCE	46	47	53	60	58	44	48	43	34	40	52	57	48	42	42	47	47	42	52	46
Does not make very much difference	25	28	22	24	21	30	26	24	22	25	24	30	27	22	28	24	25	26	25	30
Does not make any difference at all	9	13	6	0	4	13	11	7	11	8	10	9	9	10	11	9	9	8	11	8
TOTAL DOES NOT MAKE DIFFERENCE	34	41	28	24	25	43	37	31	33	33	34	39	36	32	39	33	34	34	36	38
Don't know	20	11	19	16	16	12	14	26	33	28	13	3	16	25	20	20	19	24	12	16

Thinking about Government investment, which of the following best reflects your view?

My area gets more government investment than places in the South East of England	1	1	1	2	1	1	1	1	3	1	0	0	1	1	1	1	1	1	0	3
My area gets less government investment than places in the South East of England	64	62	72	77	75	64	69	59	47	59	72	75	70	55	47	69	65	61	73	66
My area gets about the same amount of government investment as places in the South East of England	5	6	4	0	3	5	6	4	9	5	2	5	5	4	6	4	5	5	3	7
Don't know	31	31	24	21	21	30	24	37	42	36	26	20	24	40	46	26	30	34	24	24

Thinking about government investment in the North and Midlands, which of the following best reflects your view?

My area gets more government investment than other parts of the North and Midlands	3	2	3	2	4	1	2	3	5	3	1	1	3	1	3	2	3	1	2	7
My area gets less government investment than other parts of the North and Midlands	34	31	34	45	39	33	35	34	27	33	39	35	35	32	27	37	34	34	43	36
My area gets about the same amount of government investment as other parts of the North and Midlands	26	31	30	20	28	30	32	19	21	22	26	36	29	22	23	27	26	24	26	30
Don't know	38	36	33	34	29	35	31	44	48	41	33	29	33	45	47	34	37	40	29	28

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your local area, how good or bad do you think the following currently are?

The physical environment in the town centre

Very good	6	6	6	14	7	4	6	6	6	5	4	8	7	4	5	6	6	6	1	15
Fairly good	33	29	39	36	40	26	33	33	40	35	29	30	34	32	35	33	37	17	21	52
TOTAL GOOD	39	35	45	50	47	30	39	39	46	40	33	38	41	36	40	39	43	23	22	67
Fairly bad	34	37	32	27	31	40	36	32	30	29	34	48	36	32	30	36	32	42	45	25
Very bad	18	22	17	16	17	21	18	18	13	21	22	12	17	19	20	17	16	25	31	5
TOTAL BAD	52	59	49	43	48	61	54	50	43	50	56	60	53	51	50	53	48	67	76	30
Don't know	9	6	7	7	4	8	7	11	11	10	11	2	6	12	10	8	8	10	2	3

Retail stores in the local town centre

Very good	7	6	7	6	6	7	7	7	11	6	7	7	7	7	7	7	7	6	3	11
Fairly good	34	30	34	48	37	28	33	34	39	39	27	30	33	35	40	32	36	24	23	52
TOTAL GOOD	41	36	41	54	43	35	40	41	50	45	34	37	40	42	47	39	43	30	26	63
Fairly bad	31	32	31	26	32	36	33	29	29	25	35	38	33	27	25	33	32	27	37	29
Very bad	22	27	22	18	22	24	21	22	10	24	24	23	22	22	19	23	18	35	36	6
TOTAL BAD	53	59	53	44	54	60	54	51	39	49	59	61	55	49	44	56	50	62	73	35
Don't know	6	4	6	2	4	5	6	7	11	7	7	2	5	9	8	6	6	8	1	3

Parks and green spaces

Very good	17	19	19	22	23	16	17	18	11	15	18	25	20	14	17	17	18	15	10	34
Fairly good	56	54	56	57	58	54	55	56	49	58	57	56	56	55	57	55	55	57	57	51
TOTAL GOOD	73	73	75	79	81	70	72	74	60	73	75	81	76	69	74	72	73	72	67	85
Fairly bad	16	16	14	21	14	19	16	16	24	15	16	12	15	17	14	17	16	16	24	9
Very bad	5	6	6	0	2	7	6	4	10	5	4	4	4	6	7	5	5	5	9	2
TOTAL BAD	21	22	20	21	16	26	22	20	34	20	20	16	19	23	21	22	21	21	33	11
Don't know	6	4	5	0	3	5	5	6	6	7	5	4	4	8	5	6	5	8	1	4

Schools and education

Very good	8	6	11	10	12	6	7	8	10	7	5	10	10	5	10	7	9	4	4	17
Fairly good	50	48	50	56	52	50	48	52	46	50	50	52	51	49	47	51	51	48	48	53
TOTAL GOOD	58	54	61	66	64	56	55	60	56	57	55	62	61	54	57	58	60	52	52	70
Fairly bad	15	15	14	14	14	17	15	15	17	14	18	11	15	15	14	15	14	20	23	13
Very bad	6	9	6	1	4	7	9	4	11	6	3	7	6	7	7	6	6	6	8	4
TOTAL BAD	21	24	20	15	18	24	24	19	28	20	21	18	21	22	21	21	20	26	31	17
Don't know	21	21	20	18	18	20	21	21	15	22	23	20	19	24	22	21	20	23	17	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sporting facilities

Very good	6	7	6	16	7	5	5	6	5	5	5	8	6	5	7	5	6	4	3	15
Fairly good	44	43	42	44	46	46	44	43	36	47	42	44	44	43	41	44	43	45	41	50
TOTAL GOOD	50	50	48	60	53	51	49	49	41	52	47	52	50	48	48	49	49	49	44	65
Fairly bad	24	22	24	19	26	22	25	24	26	24	25	22	26	22	25	24	24	23	28	19
Very bad	8	12	9	5	6	11	10	7	10	8	8	8	7	9	9	8	8	9	13	5
TOTAL BAD	32	34	33	24	32	33	35	31	36	32	33	30	33	31	34	32	32	32	41	24
Don't know	18	15	18	16	16	16	16	20	23	16	20	18	17	21	17	19	18	20	14	11

Public safety and anti-crime measures

Very good	2	3	3	0	2	2	2	3	7	2	2	2	3	2	2	3	3	1	1	5
Fairly good	31	30	32	42	38	25	30	31	27	30	31	35	33	27	27	32	31	28	19	62
TOTAL GOOD	33	33	35	42	40	27	32	34	34	32	33	37	36	29	29	35	34	29	20	67
Fairly bad	33	27	35	35	31	35	29	37	32	33	33	34	33	33	33	33	33	33	42	20
Very bad	16	24	12	6	11	23	21	12	10	18	17	16	14	20	21	15	15	19	32	5
TOTAL BAD	49	51	47	41	42	58	50	49	42	51	50	50	47	53	54	48	48	52	74	25
Don't know	18	16	18	17	18	15	18	17	25	17	17	14	17	18	16	18	17	18	6	9

Restaurants, cafes and bars

Very good	16	15	19	20	20	14	17	16	14	17	17	17	18	14	12	18	18	11	7	35
Fairly good	54	56	52	56	56	54	53	54	58	51	49	61	53	55	54	54	54	53	57	51
TOTAL GOOD	70	71	71	76	76	68	70	70	72	68	66	78	71	69	66	72	72	64	64	86
Fairly bad	15	15	15	13	14	16	15	15	14	14	20	13	16	14	17	15	15	17	21	8
Very bad	5	8	6	2	4	7	6	5	5	8	5	3	5	6	7	5	5	7	9	2
TOTAL BAD	20	23	21	15	18	23	21	20	19	22	25	16	21	20	24	20	20	24	30	10
Don't know	9	7	8	10	6	9	9	9	9	11	9	6	8	11	11	8	8	11	5	4

Theatres, music and arts venues

Very good	9	8	12	14	14	8	9	10	5	10	8	12	9	9	7	10	11	4	6	18
Fairly good	35	36	32	39	38	33	33	36	32	36	36	33	37	32	38	34	36	29	27	41
TOTAL GOOD	44	44	44	53	52	41	42	46	37	46	44	45	46	41	45	44	47	33	33	59
Fairly bad	26	26	28	17	25	28	25	27	28	24	25	31	29	23	24	27	25	30	35	26
Very bad	16	18	15	20	13	18	17	14	20	16	16	13	14	17	17	15	14	22	24	6
TOTAL BAD	42	44	43	37	38	46	42	41	48	40	41	44	43	40	41	42	39	52	59	32
Don't know	14	12	12	10	10	14	15	12	16	13	16	12	11	19	15	14	14	15	8	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Job opportunities

Very good	2	3	1	3	1	2	2	1	3	2	2	1	2	1	4	1	2	0	2	4
Fairly good	24	27	20	23	23	25	24	24	21	29	20	18	27	19	27	23	24	23	15	44
TOTAL GOOD	26	30	21	26	24	27	26	25	24	31	22	19	29	20	31	24	26	23	17	48
Fairly bad	38	35	43	33	40	38	37	39	37	35	41	40	39	36	32	40	37	40	43	32
Very bad	15	14	16	21	16	15	16	15	18	16	17	11	12	19	17	15	14	19	25	6
TOTAL BAD	53	49	59	54	56	53	53	54	55	51	58	51	51	55	49	55	51	59	68	38
Don't know	21	21	20	20	21	20	22	21	21	18	19	29	19	25	21	21	22	18	15	13

Local transport links

Very good	14	15	14	25	15	13	14	15	16	11	15	18	14	16	19	13	14	15	13	22
Fairly good	48	50	45	46	48	50	52	44	43	50	46	48	47	48	50	47	49	42	45	48
TOTAL GOOD	62	65	59	71	63	63	66	59	59	61	61	66	61	64	69	60	63	57	58	70
Fairly bad	21	18	24	15	23	18	19	23	23	19	23	21	24	15	15	23	20	23	25	22
Very bad	9	12	10	10	9	12	10	8	9	9	9	9	8	11	7	10	9	10	13	6
TOTAL BAD	30	30	34	25	32	30	29	31	32	28	32	30	32	26	22	33	29	33	38	28
Don't know	8	6	7	4	6	7	6	10	8	11	6	4	7	11	9	8	8	9	5	2

National transport links

Very good	12	12	12	22	15	9	11	12	15	9	12	13	12	11	16	10	12	12	10	19
Fairly good	46	45	44	46	46	47	48	44	34	50	44	47	45	47	53	43	47	39	42	56
TOTAL GOOD	58	57	56	68	61	56	59	56	49	59	56	60	57	58	69	53	59	51	52	75
Fairly bad	22	21	26	17	24	22	22	21	27	18	25	22	24	17	13	25	21	25	28	14
Very bad	10	13	11	12	10	12	12	9	10	11	8	11	10	10	7	11	10	11	12	8
TOTAL BAD	32	34	37	29	34	34	34	30	37	29	33	33	34	27	20	36	31	36	40	22
Don't know	11	9	8	4	5	10	8	14	14	12	10	8	8	15	11	11	11	13	8	3

Thinking about your local area, how important do you think it is that the government invests in improving each of the following?

The physical environment in the town centre

Very important	39	40	39	45	37	43	36	41	40	33	42	45	36	43	36	39	37	43	49	35
Fairly important	43	42	46	40	48	40	44	42	36	47	39	43	46	38	40	44	44	39	38	52
TOTAL IMPORTANT	82	82	85	85	85	83	80	83	76	80	81	88	82	81	76	83	81	82	87	87
Not very important	8	8	8	6	7	8	10	6	9	8	7	8	9	6	13	6	9	5	8	6
Not important at all	3	3	1	1	1	4	3	2	4	3	2	2	2	4	3	3	3	2	2	1
TOTAL NOT IMPORTANT	11	11	9	7	8	12	13	8	13	11	9	10	11	10	16	9	12	7	10	7
Don't know	8	6	6	8	7	6	7	9	11	10	10	1	7	9	8	8	7	11	3	6

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	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Midlands	North	Others	Red Wall	Generally declined	Generally improved	
Weighted Sample	1094	328	386	60	365	464	536	558	156	440	254	244	654	436	272	822	867	227	364	193	
Unweighted Sample	1094	320	384	65	382	448	463	631	172	408	259	255	663	426	281	813	836	258	364	204	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Retail stores in the local town centre

Very important	27	29	29	30	29	31	25	30	21	24	28	35	23	33	21	29	27	30	34	24
Fairly important	44	44	45	40	43	46	42	47	44	45	45	42	46	41	42	45	45	43	42	50
TOTAL IMPORTANT	71	73	74	70	72	77	67	77	65	69	73	77	69	74	63	74	72	73	76	74
Not very important	17	18	17	23	20	15	22	13	21	16	17	17	21	12	22	16	18	14	18	15
Not important at all	4	5	4	3	3	3	5	3	4	5	3	4	4	4	5	3	4	4	3	5
TOTAL NOT IMPORTANT	21	23	21	26	23	18	27	16	25	21	20	21	25	16	27	19	22	18	21	20
Don't know	8	5	7	4	6	5	6	9	10	9	8	2	6	10	10	7	7	10	2	5

Parks and green spaces

Very important	40	40	47	36	43	42	39	42	41	44	34	40	39	43	43	39	40	40	45	47
Fairly important	41	43	37	58	46	39	43	40	37	37	47	46	44	38	39	42	42	39	42	41
TOTAL IMPORTANT	81	83	84	94	89	81	82	82	78	81	81	86	83	81	82	81	82	79	87	88
Not very important	9	10	10	1	7	11	10	9	9	10	11	8	10	8	9	9	9	11	10	8
Not important at all	3	4	2	2	1	3	4	1	5	2	2	3	2	3	3	3	3	2	2	0
TOTAL NOT IMPORTANT	12	14	12	3	8	14	14	10	14	12	13	11	12	11	12	12	12	13	12	8
Don't know	6	4	4	3	4	5	5	7	8	7	6	3	5	8	6	6	5	9	1	3

Schools and education

Very important	61	59	71	69	73	57	58	64	59	57	59	72	62	59	59	62	62	59	67	65
Fairly important	26	29	21	23	21	30	29	23	23	30	29	19	28	24	28	26	26	26	26	29
TOTAL IMPORTANT	87	88	92	92	94	87	87	87	82	87	88	91	90	83	87	88	88	85	93	94
Not very important	3	2	3	0	1	3	2	3	7	2	3	2	3	3	4	3	3	2	2	3
Not important at all	2	3	0	3	0	3	2	1	1	2	2	1	1	3	2	2	2	1	1	0
TOTAL NOT IMPORTANT	5	5	3	3	1	6	4	4	8	4	5	3	4	6	6	5	5	3	3	3
Don't know	8	7	5	5	4	7	8	8	10	9	8	6	7	11	8	8	7	11	3	4

Sporting facilities

Very important	21	20	26	19	22	22	20	21	17	24	19	21	20	22	23	20	22	18	25	25
Fairly important	47	48	47	48	51	46	46	48	44	46	47	52	48	46	44	48	47	48	47	50
TOTAL IMPORTANT	68	68	73	67	73	68	66	69	61	70	66	73	68	68	67	68	69	66	72	75
Not very important	18	18	18	13	16	19	20	16	23	16	21	16	19	16	18	18	18	19	19	16
Not important at all	5	9	3	9	4	7	6	4	4	4	5	8	5	6	6	5	5	5	5	4
TOTAL NOT IMPORTANT	23	27	21	22	20	26	26	20	27	20	26	24	24	22	24	23	23	24	24	20
Don't know	9	5	7	10	7	6	7	10	12	10	9	3	8	10	9	9	8	10	4	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public safety and anti-crime measures

Very important	65	72	61	63	63	74	64	67	52	62	71	75	62	71	64	66	65	69	80	60
Fairly important	24	19	31	28	28	20	25	23	29	27	18	22	28	17	25	24	25	21	17	31
TOTAL IMPORTANT	89	91	92	91	91	94	89	90	81	89	89	97	90	88	89	90	90	90	97	91
Not very important	3	3	3	0	3	2	3	3	5	2	3	2	3	3	3	3	3	2	2	4
Not important at all	1	1	1	0	0	1	1	1	4	0	1	0	1	1	1	1	1	1	1	0
TOTAL NOT IMPORTANT	4	4	4	0	3	3	4	4	9	2	4	2	4	4	4	4	4	3	3	4
Don't know	7	5	4	9	5	4	7	7	10	9	7	1	6	8	6	7	7	7	1	4

Restaurants, cafes and bars

Very important	15	14	20	6	16	14	12	18	24	16	12	11	13	17	18	14	15	14	15	22
Fairly important	36	33	33	36	34	36	31	41	36	36	35	35	35	37	33	37	35	41	40	40
TOTAL IMPORTANT	51	47	53	42	50	50	43	59	60	52	47	46	48	54	51	51	50	55	55	62
Not very important	32	33	34	44	39	32	40	26	23	28	38	41	36	28	29	34	34	27	34	25
Not important at all	8	13	7	7	7	10	11	6	6	11	5	10	9	7	10	8	8	10	8	9
TOTAL NOT IMPORTANT	40	46	41	51	46	42	51	32	29	39	43	51	45	35	39	42	42	37	42	34
Don't know	8	8	5	7	4	8	7	9	11	9	9	3	7	10	11	7	8	9	3	4

Theatres, music and arts venues

Very important	19	14	27	24	24	16	17	20	21	20	17	16	19	17	18	19	19	17	20	25
Fairly important	38	37	42	36	43	35	33	43	35	37	36	44	39	36	38	38	38	36	39	44
TOTAL IMPORTANT	57	51	69	60	67	51	50	63	56	57	53	60	58	53	56	57	57	53	59	69
Not very important	27	31	20	25	23	31	34	21	25	24	32	28	26	28	23	28	26	29	29	21
Not important at all	8	11	4	8	3	11	9	6	9	8	6	9	7	8	10	7	8	7	11	4
TOTAL NOT IMPORTANT	35	42	24	33	26	42	43	27	34	32	38	37	33	36	33	35	34	36	40	25
Don't know	9	7	6	8	6	8	7	10	9	11	9	4	8	10	11	8	8	11	2	5

More job opportunities

Very important	55	49	61	74	62	53	52	59	52	48	58	67	54	59	54	56	54	63	64	60
Fairly important	32	40	28	23	30	37	36	28	30	34	32	30	35	27	33	32	33	27	28	30
TOTAL IMPORTANT	87	89	89	97	92	90	88	87	82	82	90	97	89	86	87	88	87	90	92	90
Not very important	4	4	3	0	3	4	5	3	6	6	2	0	4	3	4	4	5	0	4	5
Not important at all	1	1	1	0	0	1	1	1	4	1	1	0	1	1	2	1	1	1	1	0
TOTAL NOT IMPORTANT	5	5	4	0	3	5	6	4	10	7	3	0	5	4	6	5	6	1	5	5
Don't know	7	5	7	3	5	6	5	9	7	11	6	3	6	9	8	7	7	9	3	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Local transport links

Very important	44	43	48	51	50	43	43	44	33	39	47	55	44	43	43	44	43	47	47	48
Fairly important	38	39	38	48	38	40	35	41	41	39	37	36	38	38	39	38	39	34	39	39
TOTAL IMPORTANT	82	82	86	99	88	83	78	85	74	78	84	91	82	81	82	82	82	81	86	87
Not very important	10	11	9	2	7	10	13	7	14	11	9	6	10	10	11	10	10	9	11	6
Not important at all	1	1	0	0	0	1	2	1	3	1	1	0	2	1	2	1	1	2	1	2
TOTAL NOT IMPORTANT	11	12	9	2	7	11	15	8	17	12	10	6	12	11	13	11	11	11	12	8
Don't know	7	5	5	0	5	5	6	8	8	10	5	3	6	8	6	7	7	8	2	4

National transport links

Very important	39	39	44	41	47	37	38	39	34	31	44	50	37	42	35	40	38	41	40	46
Fairly important	40	41	37	51	38	42	39	42	38	43	36	40	43	36	40	40	41	39	41	39
TOTAL IMPORTANT	79	80	81	92	85	79	77	81	72	74	80	90	80	78	75	80	79	80	81	85
Not very important	11	11	12	5	10	12	15	7	14	14	11	5	12	10	13	11	12	9	13	8
Not important at all	2	3	1	0	0	3	3	1	4	2	1	1	2	2	4	2	2	3	3	1
TOTAL NOT IMPORTANT	13	14	13	5	10	15	18	8	18	16	12	6	14	12	17	13	14	12	16	9
Don't know	8	6	5	3	5	6	6	10	9	10	7	3	6	10	8	8	8	9	3	5

Which of the following would you personally most like to see improved in your local area?

Please choose up to 3

The physical environment in the town centre	30	31	29	40	31	32	28	31	25	27	33	34	32	27	28	30	28	35	35	24
Retail stores in the local town centre	25	29	23	17	26	27	21	29	19	24	27	29	24	26	21	27	25	25	31	22
Parks and green spaces	27	23	28	26	27	29	25	28	27	31	23	21	26	27	30	26	28	21	27	25
Schools and education	29	23	33	32	31	27	29	29	27	34	21	28	31	26	29	28	29	28	33	31
Sporting facilities	8	9	10	4	10	7	9	7	6	12	7	4	9	6	8	8	8	8	6	13
Public safety and anti-crime measures	52	58	46	54	47	60	53	51	40	49	56	62	50	56	55	51	52	53	63	42
Restaurants, cafes and bars	8	9	6	3	8	7	8	9	13	9	6	6	10	6	8	9	8	8	7	12
Theatres, music and arts venues	10	9	15	9	15	6	9	11	13	9	10	9	13	5	12	9	10	11	11	12
More job opportunities	41	39	43	36	42	41	43	40	42	35	46	48	39	45	42	41	40	45	41	47
Local transport links	21	20	24	40	26	19	22	21	19	18	22	28	23	18	19	22	22	21	18	24
National transport links	12	12	12	17	13	10	12	11	13	10	15	9	13	9	7	13	12	12	9	16
None of these	1	1	1	0	0	1	2	0	2	1	0	1	0	2	1	1	1	0	0	0
Don't know	6	4	5	0	3	4	6	6	9	8	5	1	4	8	6	6	6	7	1	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about transport links, which of the following would do the most to improve you and your family's life? Please tick up to two

Improved bus services	31	31	32	45	38	30	33	29	30	21	34	45	31	31	29	32	32	27	32	34
Improved train services	20	17	24	23	24	19	19	22	25	18	18	25	24	15	13	23	20	23	24	21
Improved roads	50	62	45	39	44	61	51	50	35	51	51	58	50	51	50	51	49	55	57	47
Improved provisions for cyclists	15	11	20	16	22	9	17	12	14	17	17	8	18	10	15	14	16	11	11	23
Improved walking routes	25	21	27	25	27	26	23	27	20	26	28	22	26	24	27	24	24	27	28	24
Improved metro/tram services	10	9	10	19	14	7	13	8	16	8	10	10	12	7	10	10	11	8	9	12
None of these	5	5	3	8	4	5	5	4	2	6	4	6	3	8	4	5	5	4	3	3
Don't know	7	5	7	2	4	4	6	8	10	9	6	2	6	9	8	7	7	8	3	5

And thinking again about transport links, which of the following would do the most to improve you and your family's life? Please tick up to two

Better transport links to schools, shops or employment areas in my local area	29	33	30	24	31	31	29	29	27	28	28	34	30	28	29	29	29	30	35	30
Better transport links to the nearest town or city centre	28	30	32	36	32	31	30	26	23	26	32	33	28	28	24	30	27	32	31	28
Better transport links between cities in the North and Midlands	17	15	20	28	20	16	21	13	17	15	20	18	19	14	14	18	18	12	17	20
Better transport links between the North and Midlands and London	13	16	13	15	12	13	14	12	21	11	13	14	14	13	12	14	14	12	14	17
Better transport links between the North and Midlands and other parts of the UK	23	18	25	27	28	22	24	22	24	20	27	25	26	19	20	24	24	22	24	29
None of these	15	18	11	19	13	17	15	14	6	16	13	19	13	17	19	13	15	15	15	10
Don't know	16	12	15	5	12	12	11	21	21	21	13	7	14	19	19	15	16	17	11	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, is it to you to be able to feel a pride in the town, village or city that you live in?

Very important	37	47	36	37	39	45	36	39	17	30	44	57	37	39	32	39	37	38	44	45
Fairly important	42	40	43	44	42	41	42	43	44	48	40	33	45	38	38	43	42	43	41	42
TOTAL IMPORTANT	79	87	79	81	81	86	78	82	61	78	84	90	82	77	70	82	79	81	85	87
Not very important	12	7	12	10	12	9	15	9	21	13	9	8	12	12	16	11	12	11	11	8
Not at all important	2	2	2	3	2	1	2	2	4	2	1	1	2	2	4	2	2	3	2	1
TOTAL NOT IMPORTANT	14	9	14	13	14	10	17	11	25	15	10	9	14	14	20	13	14	14	13	9
Not sure	6	3	7	7	4	4	5	7	14	7	6	1	4	10	10	5	7	5	2	4

And, at present, how proud would you say you are of where you live at the moment?

Very proud	8	6	9	9	10	8	8	7	4	8	8	9	9	6	5	9	9	5	2	21
Fairly proud	39	39	42	40	42	36	39	38	37	39	36	42	43	33	36	39	38	39	22	56
TOTAL PROUD	47	45	51	49	52	44	47	45	41	47	44	51	52	39	41	48	47	44	24	77
Not very proud	31	35	28	24	27	34	30	32	33	30	32	32	29	34	30	32	30	34	44	14
Not proud at all	13	13	8	22	12	16	13	13	10	14	16	13	11	16	18	12	14	13	29	3
TOTAL NOT PROUD	44	48	36	46	39	50	43	45	43	44	48	45	40	50	48	44	44	47	73	17
Not sure	9	6	12	5	9	6	9	9	16	10	8	3	8	11	12	8	9	9	3	5

Would you say your local area is more...

The sort of place that people try to get away from	29	28	27	30	24	34	27	31	35	29	32	24	26	34	34	28	27	40	47	18
The sort of place that people would like to move to	35	38	39	36	43	32	38	33	30	37	30	42	40	28	28	37	37	26	21	61
Neither	27	25	27	32	24	28	26	28	21	25	29	31	27	26	28	26	27	25	28	15
Don't know	9	8	8	3	9	6	9	8	13	9	10	3	7	12	10	8	8	10	3	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you think would do most to encourage people to move to or stay in your local area?

Please tick up to three

Better local transport links	15	21	13	21	15	17	16	15	10	12	18	21	16	14	13	16	15	17	12	13
Better transport links to the rest of the country	11	12	12	17	13	10	12	11	8	8	16	13	11	11	8	13	10	16	10	13
A more attractive town centre	34	37	33	32	35	38	35	33	25	31	40	38	37	30	30	35	33	38	42	33
More entertainment and cultural provision	15	13	20	11	17	15	14	17	19	16	17	9	17	13	16	15	14	18	17	17
More parks and green spaces	17	18	14	20	11	21	15	18	23	19	10	16	16	17	19	16	17	13	19	19
Better local schools	15	15	15	21	15	16	16	14	15	15	14	17	15	16	17	15	15	14	19	14
Better broadband and IT infrastructure	9	9	6	14	7	8	10	9	10	8	10	9	9	8	8	9	9	9	7	11
Good employment prospects	46	49	47	46	51	47	48	44	33	40	54	56	48	42	47	45	45	49	47	49
Better housing	27	20	28	18	25	27	23	31	29	32	21	22	23	32	33	25	28	23	31	29
Facilities for co-working or start-up microbusinesses	8	6	8	18	11	5	9	6	5	9	7	6	10	4	7	8	8	5	7	11
Government subsidies to attract new businesses	19	20	19	37	23	20	22	16	12	15	22	28	20	17	14	21	19	20	20	25
The relocation of government and civil service jobs to the local area	13	11	19	9	15	13	15	11	12	9	14	19	14	12	8	14	13	13	12	16
Something else	7	9	5	3	6	9	6	8	6	10	5	5	6	8	5	8	7	7	12	3
Don't know	12	9	12	1	11	7	11	13	15	15	9	7	10	15	15	11	12	9	6	7

How easy or difficult do you think it is for young people to find a job in your local area?

Very easy	2	3	1	3	1	3	2	1	1	2	2	0	1	2	3	1	1	2	3	3
Fairly easy	15	19	13	11	12	16	16	14	12	21	8	13	17	13	16	15	15	16	10	28
TOTAL EASY	17	22	14	14	13	19	18	15	13	23	10	13	18	15	19	16	16	18	13	31
Fairly difficult	44	40	49	49	48	41	42	46	43	40	49	48	47	40	38	46	45	42	47	41
Very difficult	18	16	19	17	17	20	17	18	21	16	21	16	13	24	19	17	17	19	25	12
TOTAL DIFFICULT	62	56	68	66	65	61	59	64	64	56	70	64	60	64	57	63	62	61	72	53
Don't know	21	23	19	20	22	20	23	20	23	21	21	23	22	21	24	21	22	20	16	18

And how easy or difficult do you think it is for young people to find good quality jobs in your local area?

Very easy	1	2	0	3	1	2	1	1	1	1	2	0	1	1	2	1	1	1	1	2
Fairly easy	9	14	4	3	6	11	9	10	9	15	6	3	10	9	13	8	10	9	6	21
TOTAL EASY	10	16	4	6	7	13	10	11	10	16	8	3	11	10	15	9	11	10	7	23
Fairly difficult	39	36	41	46	41	38	37	41	40	37	37	43	42	34	32	41	38	42	38	38
Very difficult	31	29	34	36	32	33	33	30	26	28	38	34	27	37	32	31	31	31	43	20
TOTAL DIFFICULT	70	65	75	82	73	71	70	71	66	65	75	77	69	71	64	72	69	73	81	58
Don't know	19	18	20	12	21	17	20	19	23	19	18	20	20	19	21	19	20	18	11	19

Sample Size: 1094 Adults
Fieldwork: 1st - 11th June 2021

	2019 Vote			EU Ref Vote		Gender		Age				Social Grade		Region		YouGov Red Wall Constituency		Response to First Q		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Midlands	North	Others	Red Wall	Generally declined	Generally improved
Weighted Sample	1094	328	386	60	365	464	536	558	156	440	254	244	654	436	272	822	867	227	364	193
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you say your local area is more...

The sort of place that businesses would try to avoid investing in	27	25	24	39	24	28	25	29	28	30	27	23	25	31	29	27	26	31	41	15
The sort of place that businesses would be keen to invest in	28	31	30	25	32	28	32	25	28	31	22	30	33	21	24	30	30	22	20	52
Neither	22	27	21	22	22	26	23	21	15	18	29	27	21	23	21	22	21	24	23	18
Don't know	23	18	26	14	22	18	20	25	30	21	22	21	21	25	26	21	23	23	16	16

What do you think would do most to encourage businesses to invest in your local area? Please tick up to three

Better local transport links	20	21	22	25	22	22	23	18	16	18	20	26	24	14	15	22	20	19	16	27
Better transport links to the rest of the country	22	24	24	19	25	23	24	21	15	18	30	26	24	19	15	25	22	25	25	26
A more attractive town centre	25	26	25	19	23	27	22	28	23	25	28	23	26	23	22	26	24	30	32	23
More entertainment and cultural provision	7	6	7	7	6	6	5	8	10	8	4	4	8	5	7	6	6	8	6	10
More parks and green spaces	6	8	5	1	3	8	5	7	7	7	3	5	4	8	6	6	6	6	6	6
Better local schools	7	8	6	7	7	7	7	6	7	8	5	6	6	7	6	7	7	6	8	8
Better broadband and IT infrastructure	16	22	12	25	16	18	18	15	9	14	16	27	18	15	15	17	17	16	15	14
Good employment prospects	30	32	25	31	25	34	29	30	29	27	30	35	26	34	25	31	30	29	35	32
Better housing	10	10	10	12	8	11	11	10	11	11	9	10	9	13	11	10	11	10	14	9
Facilities for co-working or start-up microbusinesses	15	13	16	28	17	13	17	12	14	16	13	14	17	11	12	16	15	12	15	13
Government subsidies to attract new businesses	40	42	44	46	50	42	44	37	22	33	48	57	45	34	36	41	40	43	45	40
The relocation of government and civil service jobs to the local area	14	16	17	16	16	18	16	12	6	12	18	20	15	13	17	13	13	18	15	18
Something else	4	5	3	6	3	4	3	4	2	6	2	3	3	4	5	3	4	4	3	4
Don't know	18	11	19	9	17	12	16	20	28	21	16	9	15	23	24	16	19	15	12	11

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	2019 Vote			EU Ref Vote		Gender		Age				Social Grade		Region		YouGov Red Wall Constituency		Response to First Q		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about attracting investment and new jobs to your local area, which of the following do you think it is more important to encourage?

Please tick up to two

Businesses that provide jobs that are accessible with the skills local people have already	31	31	29	40	30	33	29	33	27	30	32	36	30	33	28	33	31	33	32	32
Businesses that provide secure long term employment	56	55	61	58	63	58	56	56	43	52	62	66	58	53	53	57	57	52	64	55
Businesses that provide jobs in high tech industries of the future	13	20	12	24	18	12	16	10	7	11	16	16	16	8	12	13	13	13	13	13
Businesses that employ large numbers of jobs	14	13	12	23	13	15	15	13	14	12	15	16	13	15	15	14	13	16	16	14
Businesses that provide jobs that people can be proud to do	21	24	22	19	22	22	19	23	18	21	19	26	23	19	17	23	21	22	24	24
Businesses that provide high-skilled, well-paid jobs	20	22	24	19	23	22	23	18	22	17	22	25	24	16	20	21	21	20	21	21
Something else	1	1	0	0	0	2	1	2	1	3	0	0	1	2	1	1	1	2	2	1
Don't know	16	10	15	6	11	12	13	18	23	21	12	5	12	21	21	14	16	15	9	14

Imagine it was announced that a major international corporation was to invest heavily in your local area. How do you think you would feel? Please tick up to two

Excited	25	26	25	20	24	28	27	23	21	26	26	24	25	25	24	26	25	27	30	29
Pleased	47	48	47	66	53	50	48	46	24	43	54	60	51	41	44	48	46	52	52	52
Proud	12	16	10	12	10	15	12	11	13	10	13	13	11	13	9	13	12	12	11	18
Indifferent	8	6	8	10	8	5	8	8	12	7	6	9	8	8	13	7	9	5	7	7
Worried	7	5	8	3	8	4	6	8	11	8	3	6	8	5	4	8	7	7	8	8
Suspicious	18	20	18	21	17	18	19	17	24	20	12	17	20	15	12	20	19	14	21	17
Angry	1	1	2	0	0	1	1	1	4	1	0	0	1	2	1	1	1	1	1	1
None of these	3	4	2	3	3	4	3	4	2	4	3	3	3	4	4	3	3	3	3	2
Don't know	12	8	14	8	10	9	8	16	21	15	10	3	10	16	17	11	12	11	6	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that over the next few years your local area sees substantial redevelopment and renewal what things do you think would be the biggest sign of a successful regeneration of your local area? Please tick up to two

Better and higher quality shops in the town centre	22	23	22	24	23	25	21	24	10	21	31	22	22	23	19	23	22	21	27	21
More places for people to go out in the evening	9	8	8	5	7	9	8	9	11	11	11	2	9	9	8	9	9	8	9	11
More arts and cultural venues and events	7	5	11	12	10	4	6	8	10	5	7	7	9	4	7	7	7	7	8	11
More green spaces to exercise or relax	9	11	7	10	9	10	9	10	7	15	6	4	10	9	12	9	10	7	9	15
A cleaner and higher quality physical environment in the town centre	24	22	27	22	28	23	22	26	22	25	22	25	26	20	27	23	23	27	33	18
More small new businesses starting up	23	30	21	23	25	26	26	19	16	18	24	35	24	20	20	23	23	22	18	28
Lower crime	31	39	24	40	25	38	32	31	26	30	30	38	27	38	32	31	31	31	41	25
Better and more convenient transport links	12	11	13	18	15	11	13	11	12	10	14	15	15	8	7	14	12	11	10	14
More high skilled and well paid jobs	30	28	35	41	35	30	34	27	27	24	32	42	33	26	32	30	29	33	31	32
Something else	2	1	2	0	2	1	2	1	1	2	1	1	1	2	2	1	2	1	2	1
Don't know	11	6	11	3	7	7	9	13	22	14	7	2	9	14	11	11	11	12	2	8

Thinking about the environmental impact of regeneration, which of the following do you think are the most important considerations? Please tick up to two

Whether it helps towards reaching Britain's target of producing "net zero" carbon	25	17	32	33	35	20	24	26	27	21	30	24	28	19	22	26	25	23	25	33
Whether it encourages low-carbon transport options like cycling and walking	18	17	19	20	22	16	18	18	18	20	20	12	20	14	20	17	19	13	18	22
Whether it encourages the recycling of waste	26	32	23	13	25	30	27	24	18	23	25	37	25	27	20	28	25	27	28	24
Whether it helps improve air quality	25	26	27	36	29	26	26	23	17	22	29	30	26	22	24	25	25	22	28	24
Whether it is energy efficient and reduces household bills	33	40	30	34	30	38	33	33	20	26	37	51	31	37	30	34	33	34	35	30
Whether it provides more green spaces and helps improve biodiversity	21	20	25	40	28	19	20	22	21	28	14	19	24	18	25	20	22	19	25	20
Something else	3	5	2	0	2	5	4	1	0	3	2	4	3	2	2	3	2	5	3	4
Don't know	20	14	17	12	12	17	17	23	30	24	18	8	16	25	22	19	19	23	13	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How clear or unclear are you about what politicians mean when they talk about "levelling up"?

Very clear	6	10	4	7	6	9	9	3	2	3	9	12	8	4	5	6	7	4	8	5
Fairly clear	23	29	21	30	24	26	26	20	11	22	22	33	26	19	21	24	23	23	20	29
TOTAL CLEAR	29	39	25	37	30	35	35	23	13	25	31	45	34	23	26	30	30	27	28	34
Fairly unclear	28	28	31	33	30	28	27	30	33	26	27	31	28	28	26	29	29	26	31	26
Very unclear	30	23	32	21	30	28	27	32	29	33	33	20	28	33	32	29	29	33	35	26
TOTAL UNCLEAR	58	51	63	54	60	56	54	62	62	59	60	51	56	61	58	58	58	59	66	52
Don't know	13	11	12	9	10	10	11	15	25	16	9	4	10	17	17	12	13	14	5	13

When politicians talk about "levelling up" what do you think this means in practice?

Mostly about spending more government money in the North and Midlands	6	9	4	6	4	8	7	4	3	5	6	8	6	5	5	6	5	7	7	6
Mostly about encouraging economic growth and success in the North and Midlands	14	17	11	5	10	16	15	14	20	14	11	14	14	14	9	16	14	14	14	19
Mostly about making sure that people in the North and Midlands have the same opportunities as people in the South East	30	38	28	32	33	34	32	29	23	25	38	35	34	24	32	30	30	30	33	31
It doesn't really mean anything at all	28	21	37	45	37	24	31	25	17	28	28	35	28	28	28	28	29	24	32	22
Not sure	22	15	19	12	16	17	15	29	37	28	17	7	17	29	27	20	21	24	14	23

What do you think would actually be most effective at improving people's lives in the North and Midlands in the next few years?

Spending more government money in the North and Midlands	14	12	15	26	19	11	15	13	14	15	13	13	14	15	11	15	15	11	12	20
Encouraging economic growth and success in the North and Midlands	31	39	27	28	30	35	33	28	26	26	34	38	34	25	28	31	31	29	33	32
Making sure that people in the North and Midlands have the same opportunities as people in the South East	37	38	39	40	39	40	36	37	25	36	39	43	38	35	34	38	36	39	43	30
Levelling up isn't necessary	1	1	0	1	1	1	1	1	2	0	1	1	1	1	3	0	1	1	0	1
None of these	2	1	3	0	1	2	2	2	3	2	2	1	1	2	4	1	2	2	2	1
Don't know	16	8	15	5	11	11	13	19	30	21	11	4	12	21	20	15	16	18	10	16