

# YouGov / DWF Law Survey Results



Sample Size: 1035 adults in the North and Midlands (Recontact)

Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

1-11  
June  
'21

5-10  
Sept  
'22

Which of the following policy areas do you personally feel that the government should prioritise? Please select up to three.

The economy	<b>52</b>	59	51	70	58	52	53	50	33	53	58	53	55	48
Health	<b>39</b>	37	47	45	51	35	31	47	29	36	41	48	39	38
Immigration & Asylum	<b>23</b>	45	6	5	8	41	31	16	13	17	26	39	21	28
The environment	<b>21</b>	10	31	28	32	11	18	25	23	26	20	13	25	16
Crime	<b>20</b>	25	13	8	14	24	21	18	12	20	23	20	19	20
Levelling up the North and Midlands	<b>18</b>	21	20	31	24	19	21	16	10	17	21	22	21	15
Housing	<b>14</b>	9	16	16	12	10	15	14	23	15	11	11	13	17
Tax	<b>12</b>	9	12	10	8	14	11	13	17	16	9	5	13	11
Welfare benefits	<b>12</b>	6	17	14	14	10	11	12	14	11	14	9	9	15
Pensions	<b>11</b>	14	9	5	9	15	12	9	2	3	14	27	8	14
Education	<b>11</b>	8	13	15	14	8	11	11	17	13	6	9	14	7
Britain leaving the EU	<b>10</b>	13	7	8	6	15	13	7	7	10	10	13	11	9
Family life & childcare	<b>9</b>	1	14	8	10	5	6	11	14	12	4	5	8	10
Defence and security	<b>8</b>	12	6	5	6	11	9	6	5	6	9	11	8	7
Transport	<b>4</b>	2	5	5	5	2	4	4	7	3	2	4	5	3
None of these	<b>1</b>	1	1	3	1	1	1	2	4	1	1	1	1	1
Don't know	<b>4</b>	2	4	0	2	2	4	5	10	6	2	1	3	7

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

Generally improved	18	<b>8</b>	11	8	10	11	8	9	8	10	7	10	8	11	5
Generally declined	33	<b>41</b>	44	44	43	41	44	41	41	33	43	42	40	39	45
Generally stayed much the same	44	<b>45</b>	41	44	43	44	44	44	45	35	45	43	51	45	43
Don't know	5	<b>6</b>	4	4	4	3	4	6	7	23	4	5	1	5	7

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Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved	Generally declined		
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

1-11  
June  
'21

5-10  
Sept  
'22

Which of the following policy areas do you personally feel that the government should prioritise? Please select up to three.

The economy	52	54	52	52	48	49	48	53	54	53	52
Health	39	33	40	44	37	34	35	40	35	38	36
Immigration & Asylum	23	25	29	20	12	22	19	25	20	26	29
The environment	21	15	24	23	26	18	20	22	23	17	21
Crime	20	23	20	14	23	22	22	19	13	26	22
Levelling up the North and Midlands	18	26	17	21	22	9	13	20	16	17	18
Housing	14	10	17	13	18	15	16	14	18	15	13
Tax	12	16	8	13	16	12	13	12	13	12	10
Welfare benefits	12	10	14	12	8	11	10	12	14	12	12
Pensions	11	13	12	9	3	13	10	11	13	11	12
Education	11	7	13	11	12	11	11	11	18	10	8
Britain leaving the EU	10	11	11	8	11	9	10	10	5	9	9
Family life & childcare	9	8	8	10	9	8	8	9	10	8	8
Defence and security	8	14	6	8	5	5	5	8	13	6	10
Transport	4	2	5	4	2	3	3	4	7	3	2
None of these	1	1	0	3	5	1	2	1	0	2	1
Don't know	4	4	1	4	7	10	9	3	1	3	6

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

Generally improved	18	8	10	8	10	4	7	6	9	100	0	6
Generally declined	33	41	37	41	35	45	50	48	38	0	100	43
Generally stayed much the same	44	45	47	46	48	44	34	37	47	0	0	46
Don't know	5	6	6	5	7	8	8	8	6	0	0	5

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Generally improved	13	7	9	6	5	8	8	8	5	7	5	9	7	8	4
Generally declined	44	52	54	58	68	58	54	55	49	40	51	56	58	52	54
Generally stayed much the same	31	30	30	26	25	28	31	28	32	28	33	25	30	29	31
Don't know	12	11	7	10	2	6	7	8	14	24	11	10	5	11	11

In a previous question you said your local area has \$response. Which of the following do you think that is mainly down to?

[Asked only to those who answered 'Generally improved' or 'Generally declined' to opening question, n=508]

Mostly down to the UK government	23	36	23	55	26	50	31	38	34	25	39	41	31	42	29
Mostly down to the Mayor	3	5	4	5	0	4	3	5	4	16	4	1	3	5	5
Mostly down to the local council	42	39	53	25	44	28	47	41	37	29	38	39	47	38	41
Mostly to do with factors other than the council, Mayor, or the UK government	22	14	15	11	23	15	15	13	16	18	11	14	19	11	19
Don't know	10	5	5	5	6	3	5	3	8	11	7	5	0	5	6

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	34	42	37	33	39	40	33	36	9	31	41	50	37	32
Fairly important	42	46	43	49	48	49	43	44	47	46	50	46	38	47	44
<b>TOTAL IMPORTANT</b>	<b>79</b>	<b>80</b>	<b>85</b>	<b>86</b>	<b>81</b>	<b>88</b>	<b>83</b>	<b>77</b>	<b>83</b>	<b>55</b>	<b>81</b>	<b>87</b>	<b>88</b>	<b>84</b>	<b>76</b>
Not very important	12	10	7	7	10	6	9	13	8	21	8	7	11	10	10
Not at all important	2	2	1	2	2	2	3	3	2	7	3	1	1	2	3
<b>TOTAL NOT IMPORTANT</b>	<b>14</b>	<b>12</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>8</b>	<b>12</b>	<b>16</b>	<b>10</b>	<b>28</b>	<b>11</b>	<b>8</b>	<b>12</b>	<b>12</b>	<b>13</b>
Not sure	6	7	6	5	6	4	4	7	7	17	8	5	1	5	10

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

Very proud	8	9	10	9	8	12	8	8	9	9	9	8	10	10	7
Fairly proud	39	37	38	41	37	44	36	36	39	25	36	42	43	40	34
<b>TOTAL PROUD</b>	<b>47</b>	<b>46</b>	<b>48</b>	<b>50</b>	<b>45</b>	<b>56</b>	<b>44</b>	<b>44</b>	<b>48</b>	<b>34</b>	<b>45</b>	<b>50</b>	<b>53</b>	<b>50</b>	<b>41</b>
Not very proud	31	31	30	29	35	27	33	32	30	37	29	30	31	31	32
Not proud at all	13	13	14	11	15	10	16	13	13	11	14	15	12	11	16
<b>TOTAL NOT PROUD</b>	<b>44</b>	<b>44</b>	<b>44</b>	<b>40</b>	<b>50</b>	<b>37</b>	<b>49</b>	<b>45</b>	<b>43</b>	<b>48</b>	<b>43</b>	<b>45</b>	<b>43</b>	<b>42</b>	<b>48</b>
Not sure	9	10	8	9	4	8	7	11	8	19	12	5	4	8	11

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Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

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

Generally improved	13	<b>7</b>	7	6	9	3	7	6	7	48	1	6
Generally declined	44	<b>52</b>	51	53	48	56	57	56	51	27	86	55
Generally stayed much the same	31	<b>30</b>	30	32	30	30	24	26	31	19	9	28
Don't know	12	<b>11</b>	12	9	13	11	12	12	11	7	4	11

In a previous question you said your local area has \$response. Which of the following do you think that is mainly down to?

[Asked only to those who answered 'Generally improved' or 'Generally declined' to opening question, n=508]

Mostly down to the UK government	23	<b>36</b>	47	35	32	32	36	35	37	16	41	34
Mostly down to the Mayor	3	<b>5</b>	4	6	6	3	2	2	5	13	3	0
Mostly down to the local council	42	<b>39</b>	35	42	38	43	37	39	39	43	38	41
Mostly to do with factors other than the council, Mayor, or the UK government	22	<b>14</b>	9	14	17	13	17	16	14	23	13	19
Don't know	10	<b>5</b>	4	3	7	9	7	8	5	6	5	6

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	<b>34</b>	40	36	36	26	27	27	37	48	41	34
Fairly important	42	<b>46</b>	37	47	50	47	45	46	46	45	42	45
<b>TOTAL IMPORTANT</b>	<b>79</b>	<b>80</b>	<b>77</b>	<b>83</b>	<b>86</b>	<b>73</b>	<b>72</b>	<b>73</b>	<b>83</b>	<b>93</b>	<b>83</b>	<b>79</b>
Not very important	12	<b>10</b>	8	10	7	14	14	14	9	4	10	11
Not at all important	2	<b>2</b>	3	2	1	3	5	4	2	2	3	2
<b>TOTAL NOT IMPORTANT</b>	<b>14</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>17</b>	<b>19</b>	<b>18</b>	<b>11</b>	<b>6</b>	<b>13</b>	<b>13</b>
Not sure	6	<b>7</b>	12	4	7	10	8	9	7	2	4	7

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

Very proud	8	<b>9</b>	8	9	10	12	5	7	9	36	1	4
Fairly proud	39	<b>37</b>	45	35	43	22	33	30	40	51	24	33
<b>TOTAL PROUD</b>	<b>47</b>	<b>46</b>	<b>53</b>	<b>44</b>	<b>53</b>	<b>34</b>	<b>38</b>	<b>37</b>	<b>49</b>	<b>87</b>	<b>25</b>	<b>37</b>
Not very proud	31	<b>31</b>	29	34	25	38	33	35	30	8	45	32
Not proud at all	13	<b>13</b>	11	16	11	11	16	15	13	2	24	19
<b>TOTAL NOT PROUD</b>	<b>44</b>	<b>44</b>	<b>40</b>	<b>50</b>	<b>36</b>	<b>49</b>	<b>49</b>	<b>50</b>	<b>43</b>	<b>10</b>	<b>69</b>	<b>51</b>
Not sure	9	<b>10</b>	8	7	11	16	13	14	8	2	5	12

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

**Would you say your local area is more...**

The sort of place that people try to get away from	29	<b>29</b>	28	29	24	23	32	30	28	33	34	28	19	28	31
The sort of place that people would like to move to	35	<b>38</b>	41	40	51	47	34	40	37	37	35	36	48	44	30
Neither	27	<b>24</b>	22	25	21	24	27	22	25	16	22	26	29	21	28
Don't know	9	<b>9</b>	8	6	3	6	7	9	9	15	9	9	4	6	12

**Generally speaking, how satisfied or dissatisfied are you with the amount of funding your local area currently receives?**

Very satisfied	<b>2</b>	2	3	3	3	1	3	1	4	1	2	2	2	2
Fairly satisfied	<b>17</b>	23	12	10	14	19	17	16	23	15	9	24	18	15
<b>TOTAL SATISFIED</b>	<b>19</b>	<b>25</b>	<b>15</b>	<b>13</b>	<b>17</b>	<b>20</b>	<b>20</b>	<b>17</b>	<b>27</b>	<b>16</b>	<b>11</b>	<b>26</b>	<b>20</b>	<b>17</b>
Fairly dissatisfied	<b>31</b>	30	32	44	32	32	33	30	32	32	33	27	33	30
Very dissatisfied	<b>22</b>	18	31	25	26	24	23	22	12	21	28	24	22	22
<b>TOTAL DISSATISFIED</b>	<b>53</b>	<b>48</b>	<b>63</b>	<b>69</b>	<b>58</b>	<b>56</b>	<b>56</b>	<b>52</b>	<b>44</b>	<b>53</b>	<b>61</b>	<b>51</b>	<b>55</b>	<b>52</b>
Don't know	<b>28</b>	27	23	18	24	24	25	31	30	30	28	23	25	32

**And, in your opinion, do you think your local area gets more, less, or about the same fundings as it did...**

**1 year ago**

More	<b>5</b>	6	4	5	5	5	5	5	9	3	3	6	5	5
Less	<b>35</b>	29	42	44	39	37	35	34	27	33	41	34	35	35
About the same	<b>28</b>	30	25	31	24	29	32	24	34	26	27	29	27	28
Don't know	<b>33</b>	35	29	21	32	30	29	37	30	38	29	31	33	33

**2 years ago**

More	<b>4</b>	5	4	6	4	4	4	4	7	3	3	4	5	3
Less	<b>39</b>	33	49	53	45	40	41	38	32	39	45	38	39	40
About the same	<b>24</b>	27	20	23	21	26	26	21	25	21	24	28	23	25
Don't know	<b>33</b>	36	28	17	30	30	29	37	36	37	28	30	34	32

**5 years ago**

More	<b>6</b>	8	5	12	6	7	7	6	6	5	7	7	7	5
Less	<b>42</b>	35	52	52	49	42	45	39	35	41	48	41	43	40
About the same	<b>17</b>	20	12	18	12	19	19	15	22	15	17	18	15	19
Don't know	<b>35</b>	38	30	18	33	32	30	40	37	39	28	34	35	36

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	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
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	%	%	%	%	%	%	%	%	%	%	%

**Would you say your local area is more...**

The sort of place that people try to get away from	29	<b>29</b>	31	29	22	29	37	35	27	22	48	34
The sort of place that people would like to move to	35	<b>38</b>	31	42	46	35	29	31	41	63	22	32
Neither	27	<b>24</b>	27	23	22	26	23	24	24	12	23	23
Don't know	9	<b>9</b>	11	5	10	10	11	11	8	3	7	11

**Generally speaking, how satisfied or dissatisfied are you with the amount of funding your local area currently receives?**

Very satisfied	<b>2</b>	1	2	2	3	1	2	2	15	1	0
Fairly satisfied	<b>17</b>	14	16	19	13	20	18	16	41	9	17
<b>TOTAL SATISFIED</b>	<b>19</b>	<b>15</b>	<b>18</b>	<b>21</b>	<b>16</b>	<b>21</b>	<b>20</b>	<b>18</b>	<b>56</b>	<b>10</b>	<b>17</b>
Fairly dissatisfied	<b>31</b>	28	35	30	24	32	29	32	16	35	32
Very dissatisfied	<b>22</b>	23	25	22	19	18	19	23	5	39	25
<b>TOTAL DISSATISFIED</b>	<b>53</b>	<b>51</b>	<b>60</b>	<b>52</b>	<b>43</b>	<b>50</b>	<b>48</b>	<b>55</b>	<b>21</b>	<b>74</b>	<b>57</b>
Don't know	<b>28</b>	33	22	28	41	29	33	26	23	16	26

**And, in your opinion, do you think your local area gets more, less, or about the same fundings as it did...**

**1 year ago**

More	<b>5</b>	7	4	4	3	5	5	5	12	4	9
Less	<b>35</b>	30	40	34	32	32	32	35	24	48	29
About the same	<b>28</b>	26	27	27	34	29	31	27	26	23	29
Don't know	<b>33</b>	38	29	36	31	34	33	33	38	25	33

**2 years ago**

More	<b>4</b>	7	2	4	2	5	4	4	13	2	6
Less	<b>39</b>	35	45	38	38	35	36	41	32	55	33
About the same	<b>24</b>	22	22	25	26	26	26	23	18	18	26
Don't know	<b>33</b>	37	30	34	35	34	34	33	36	25	35

**5 years ago**

More	<b>6</b>	7	3	7	5	10	9	5	17	5	7
Less	<b>42</b>	41	48	39	41	35	37	43	35	56	38
About the same	<b>17</b>	15	18	17	20	16	17	17	12	12	18
Don't know	<b>35</b>	37	31	37	34	38	37	34	35	27	36

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	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very clear	6	8	9	10	5	7	11	12	5	5	5	10	15	10	7
Fairly clear	23	34	44	32	30	36	38	32	35	26	29	38	41	37	28
<b>TOTAL CLEAR</b>	<b>29</b>	<b>42</b>	<b>53</b>	<b>42</b>	<b>35</b>	<b>43</b>	<b>49</b>	<b>44</b>	<b>40</b>	<b>31</b>	<b>34</b>	<b>48</b>	<b>56</b>	<b>47</b>	<b>35</b>
Fairly unclear	28	29	30	27	35	31	27	30	27	26	30	30	27	29	29
Very unclear	30	20	11	25	25	19	18	19	22	25	23	17	17	17	26
<b>TOTAL UNCLEAR</b>	<b>58</b>	<b>49</b>	<b>41</b>	<b>52</b>	<b>60</b>	<b>50</b>	<b>45</b>	<b>49</b>	<b>49</b>	<b>51</b>	<b>53</b>	<b>47</b>	<b>44</b>	<b>46</b>	<b>55</b>
Don't know	13	9	6	6	5	6	7	8	10	18	12	5	1	7	11

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	8	10	7	2	5	10	8	8	8	8	8	8	8	8
Mostly about encouraging economic growth and success in the North and Midlands	14	25	28	21	35	28	25	27	24	35	21	27	25	28	22
Mostly about making sure that people in the North and Midlands have the same opportunities as people in the South East	30	29	39	27	18	28	34	26	32	21	26	32	36	28	29
It doesn't really mean anything at all	28	25	16	36	43	33	22	31	20	16	28	22	30	27	24
Not sure	22	13	7	9	1	6	10	8	17	20	18	10	2	9	17

How likely or unlikely do you think it is that the economy and opportunities in the North and Midlands will be levelled up so they are the same as in London and the South?

Very likely	1	1	2	3	2	1	2	1	4	1	1	1	1	1	2
Fairly likely	5	8	3	0	4	6	6	4	9	5	3	7	7	7	3
<b>TOTAL LIKELY</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>13</b>	<b>6</b>	<b>4</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>5</b>
Fairly unlikely	30	34	25	24	25	31	27	32	35	27	30	30	30	30	28
Very unlikely	52	49	62	70	64	52	56	47	32	52	57	60	53	53	51
<b>TOTAL UNLIKELY</b>	<b>82</b>	<b>83</b>	<b>87</b>	<b>94</b>	<b>89</b>	<b>83</b>	<b>83</b>	<b>79</b>	<b>67</b>	<b>79</b>	<b>87</b>	<b>90</b>	<b>83</b>	<b>79</b>	<b>79</b>
Don't know	9	4	6	0	4	6	6	11	11	11	9	2	7	11	
N/A – The North and Midlands are already at the same level as London and the South	3	3	2	3	1	3	3	4	9	4	1	0	2	5	

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved	Generally declined		
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

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

Very clear	6	8	10	10	7	4	8	7	9	20	9	10
Fairly clear	23	34	32	36	36	32	29	30	35	45	32	32
<b>TOTAL CLEAR</b>	<b>29</b>	<b>42</b>	<b>42</b>	<b>46</b>	<b>43</b>	<b>36</b>	<b>37</b>	<b>37</b>	<b>44</b>	<b>65</b>	<b>41</b>	<b>42</b>
Fairly unclear	28	29	29	28	30	26	30	29	29	20	25	29
Very unclear	30	20	20	21	21	26	18	20	21	7	27	21
<b>TOTAL UNCLEAR</b>	<b>58</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>51</b>	<b>52</b>	<b>48</b>	<b>49</b>	<b>50</b>	<b>27</b>	<b>52</b>	<b>50</b>
Don't know	13	9	9	6	7	12	15	14	7	7	7	9

**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	8	8	9	8	7	5	6	9	12	7	7
Mostly about encouraging economic growth and success in the North and Midlands	14	25	24	28	24	22	26	25	26	34	24	23
Mostly about making sure that people in the North and Midlands have the same opportunities as people in the South East	30	29	28	30	30	18	30	26	29	29	30	35
It doesn't really mean anything at all	28	25	26	26	27	28	22	24	26	16	31	22
Not sure	22	13	14	7	12	24	18	20	10	7	8	13

**How likely or unlikely do you think it is that the economy and opportunities in the North and Midlands will be levelled up so they are the same as in London and the South?**

Very likely	1	2	1	1	2	2	2	2	1	10	0	0
Fairly likely	5	5	8	4	2	5	4	4	6	13	4	3
<b>TOTAL LIKELY</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>5</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>23</b>	<b>4</b>	<b>3</b>
Fairly unlikely	30	29	31	27	31	31	31	31	29	32	26	28
Very unlikely	52	51	53	57	43	46	45	45	54	34	62	56
<b>TOTAL UNLIKELY</b>	<b>82</b>	<b>80</b>	<b>84</b>	<b>84</b>	<b>74</b>	<b>77</b>	<b>76</b>	<b>83</b>	<b>83</b>	<b>66</b>	<b>88</b>	<b>84</b>
Don't know	9	10	5	9	14	11	12	12	7	7	5	9
N/A – The North and Midlands are already at the same level as London and the South	3	3	1	3	8	5	6	6	2	3	3	3

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	310	365	57	346	439	507	528	147	416	241	231	591	411
<b>Unweighted Sample</b>	<b>1035</b>	306	380	56	369	438	466	569	90	440	257	248	598	406
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**And do you think that this levelling up will be only short term, or long term?**

*[Shown to those who said it is likely that the economy and opportunities in the North and Midlands will be levelled up so they are the same as in London and the South; N=67]*

Short term	<b>23</b>	12	39	56	18	30	26	20	27	25	44	7	29	14
Long term	<b>52</b>	77	33	0	51	55	57	45	29	51	47	81	53	44
Don't know	<b>24</b>	12	28	44	31	15	17	35	44	24	9	12	18	41

**Imagine if the government began to cut back tax and spending, do you think this will have a positive or negative impact on levelling up, or will it have no impact at all?**

Very positive	<b>2</b>	2	1	0	2	2	2	1	5	1	1	1	2	1
Fairly positive	<b>8</b>	9	6	3	5	9	7	9	9	10	6	6	8	7
<b>TOTAL POSITIVE</b>	<b>10</b>	<b>11</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>14</b>	<b>11</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>8</b>
They make no difference	<b>18</b>	21	15	23	15	23	20	16	13	15	20	22	17	19
Fairly negative	<b>26</b>	33	23	31	26	27	27	25	28	23	25	30	28	23
Very negative	<b>23</b>	15	36	33	35	20	26	20	13	20	26	31	25	21
<b>TOTAL NEGATIVE</b>	<b>49</b>	<b>48</b>	<b>59</b>	<b>64</b>	<b>61</b>	<b>47</b>	<b>53</b>	<b>45</b>	<b>41</b>	<b>43</b>	<b>51</b>	<b>61</b>	<b>53</b>	<b>44</b>
Don't know	<b>24</b>	21	19	10	17	19	19	30	31	31	22	10	20	29

**In your own words, what, if anything, have you seen the national government do in the last year that benefits your local area?**

*[See Tab 1]*

**To what extent, if at all, have you heard of Metro Mayors?**

I have heard a great deal about them	<b>6</b>	7	7	6	8	6	7	5	4	5	4	12	8	4
I have heard a fair amount about them	<b>22</b>	26	23	34	27	25	30	14	12	16	25	37	25	17
I have not heard much about them	<b>22</b>	20	24	35	24	23	22	23	27	19	24	25	23	23
I have not heard anything about them	<b>50</b>	47	45	24	42	46	41	58	56	61	48	26	44	56

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

**And do you think that this levelling up will be only short term, or long term?**

*[Shown to those who said it is likely that the economy and opportunities in the North and Midlands will be levelled up so they are the same as in London and the South; N=67]*

Short term	<b>23</b>	14	18	26	0	49	40	19	34	32	23
Long term	<b>52</b>	60	50	58	100	33	45	54	46	47	47
Don't know	<b>24</b>	26	32	16	0	18	15	27	21	20	30

**Imagine if the government began to cut back tax and spending, do you think this will have a positive or negative impact on levelling up, or will it have no impact at all?**

Very positive	<b>2</b>	2	1	1	2	2	2	1	7	0	1
Fairly positive	<b>8</b>	9	8	9	11	6	7	8	13	8	7
<b>TOTAL POSITIVE</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>13</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>20</b>	<b>8</b>	<b>8</b>
They make no difference	<b>18</b>	15	17	20	18	18	18	18	5	21	18
Fairly negative	<b>26</b>	17	29	22	32	29	30	24	39	23	26
Very negative	<b>23</b>	26	25	25	15	16	16	25	18	26	23
<b>TOTAL NEGATIVE</b>	<b>49</b>	<b>43</b>	<b>54</b>	<b>47</b>	<b>47</b>	<b>45</b>	<b>46</b>	<b>49</b>	<b>57</b>	<b>49</b>	<b>49</b>
Don't know	<b>24</b>	32	20	23	22	29	27	23	18	23	25

**In your own words, what, if anything, have you seen the national government do in the last year that benefits your local area?**

*[See Tab 1]*

**To what extent, if at all, have you heard of Metro Mayors?**

I have heard a great deal about them	<b>6</b>	1	10	4	3	6	5	6	14	6	3
I have heard a fair amount about them	<b>22</b>	16	32	21	9	17	14	24	33	23	24
I have not heard much about them	<b>22</b>	20	22	25	18	23	22	23	19	21	22
I have not heard anything about them	<b>50</b>	62	36	51	69	54	58	47	35	50	51

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Metro Mayors, also known as 'Combined Authority Mayors', are directly elected leaders of city regions that span a number of local council areas. For example, the Mayor of Greater Manchester and Tees Valley Mayor. In your opinion, have Metro Mayors been a success or a failure?

Mostly a success	<b>16</b>	12	21	29	24	12	16	15	21	12	13	21	19	12
Neither a success nor failure	<b>22</b>	23	20	28	22	22	24	20	22	18	21	30	22	22
Mostly a failure	<b>15</b>	21	12	18	11	23	21	10	9	12	18	23	15	16
Don't know	<b>47</b>	44	46	26	43	43	39	55	48	59	48	25	44	50

And do you think Metro Mayors have a positive or negative contribution to levelling up, or do you think they make no difference?

Very positive	<b>3</b>	2	5	6	6	3	4	3	2	3	3	5	5	2
Fairly positive	<b>15</b>	13	21	26	22	12	14	17	18	13	12	21	18	12
<b>TOTAL POSITIVE</b>	<b>18</b>	<b>15</b>	<b>26</b>	<b>32</b>	<b>28</b>	<b>15</b>	<b>18</b>	<b>20</b>	<b>20</b>	<b>16</b>	<b>15</b>	<b>26</b>	<b>23</b>	<b>14</b>
They make no difference	<b>32</b>	37	31	33	32	38	40	25	19	28	34	46	32	33
Fairly negative	<b>5</b>	5	4	3	4	5	6	5	15	4	4	4	6	4
Very negative	<b>6</b>	8	3	12	3	10	8	4	7	5	6	6	5	8
<b>TOTAL NEGATIVE</b>	<b>11</b>	<b>13</b>	<b>7</b>	<b>15</b>	<b>7</b>	<b>15</b>	<b>14</b>	<b>9</b>	<b>22</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>12</b>
Don't know	<b>38</b>	34	36	20	33	33	29	46	38	47	40	19	34	41

In your opinion, do you think Metro Mayors or your Local MP do more for your local area in terms of securing investment and improving infrastructure?

[Only shown to those in areas with a Metro Mayor; N=725]

Metro Mayors	<b>12</b>	11	16	24	19	11	12	12	6	12	12	17	15	9
About the same – neither do much	<b>29</b>	34	25	51	27	37	38	21	20	26	32	38	28	31
About the same – both do a lot	<b>7</b>	4	8	3	6	5	6	8	14	7	5	5	8	7
My local MP	<b>15</b>	20	16	5	14	20	15	16	13	13	15	22	14	17
Don't know	<b>36</b>	31	36	18	34	27	29	43	47	43	37	18	36	36

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

**Metro Mayors, also known as ‘Combined Authority Mayors’, are directly elected leaders of city regions that span a number of local council areas. For example, the Mayor of Greater Manchester and Tees Valley Mayor. In your opinion, have Metro Mayors been a success or a failure?**

Mostly a success	<b>16</b>	11	25	12	7	12	10	17	38	12	13
Neither a success nor failure	<b>22</b>	18	25	21	22	21	21	22	17	21	25
Mostly a failure	<b>15</b>	13	17	14	10	19	16	15	10	23	14
Don't know	<b>47</b>	59	33	53	61	49	52	45	36	44	48

**And do you think Metro Mayors have a positive or negative contribution to levelling up, or do you think they make no difference?**

Very positive	<b>3</b>	3	6	1	3	2	2	4	9	4	3
Fairly positive	<b>15</b>	10	21	16	10	12	11	17	24	11	11
<b>TOTAL POSITIVE</b>	<b>18</b>	<b>13</b>	<b>27</b>	<b>17</b>	<b>13</b>	<b>14</b>	<b>13</b>	<b>21</b>	<b>33</b>	<b>15</b>	<b>14</b>
They make no difference	<b>32</b>	32	33	33	22	36	32	32	26	37	37
Fairly negative	<b>5</b>	4	7	4	7	5	6	5	9	6	4
Very negative	<b>6</b>	6	6	6	6	6	6	6	4	9	6
<b>TOTAL NEGATIVE</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>10</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>13</b>	<b>15</b>	<b>10</b>
Don't know	<b>38</b>	45	28	41	53	39	43	36	28	34	39

**In your opinion, do you think Metro Mayors or your Local MP do more for your local area in terms of securing investment and improving infrastructure?**

*[Only shown to those in areas with a Metro Mayor; N=725]*

Metro Mayors	<b>12</b>	8	17	9	0	11	11	12	16	11	11
About the same – neither do much	<b>29</b>	27	31	30	0	28	28	30	29	34	25
About the same – both do a lot	<b>7</b>	9	8	7	0	5	5	8	12	6	7
My local MP	<b>15</b>	10	16	19	0	12	12	16	16	18	14
Don't know	<b>36</b>	45	29	35	0	44	44	34	27	32	42

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you think the amount of funding your local area gets is connected to the following?

Whether the area has a Metro Mayor

A great deal	4	5	4	6	4	5	6	3	5	4	2	8	5	4
A fair amount	15	13	18	20	18	14	13	16	22	12	14	15	17	13
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>19</b>	<b>18</b>	<b>22</b>	<b>26</b>	<b>22</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>27</b>	<b>16</b>	<b>16</b>	<b>23</b>	<b>22</b>	<b>17</b>
Not very much	22	24	22	24	22	23	24	20	25	17	23	28	23	22
Not at all	15	16	13	14	11	19	20	10	11	14	13	20	14	16
<b>TOTAL NOT MUCH / NOT AT ALL</b>	<b>37</b>	<b>40</b>	<b>35</b>	<b>38</b>	<b>33</b>	<b>42</b>	<b>44</b>	<b>30</b>	<b>36</b>	<b>31</b>	<b>36</b>	<b>48</b>	<b>37</b>	<b>38</b>
Don't know	44	42	43	37	45	39	37	51	37	52	49	29	42	45

Which political Party runs your local council

A great deal	22	20	28	31	28	23	23	21	17	19	24	27	25	19
A fair amount	31	34	34	29	34	29	29	33	35	26	35	33	31	31
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>53</b>	<b>54</b>	<b>62</b>	<b>60</b>	<b>62</b>	<b>52</b>	<b>52</b>	<b>54</b>	<b>52</b>	<b>45</b>	<b>59</b>	<b>60</b>	<b>56</b>	<b>50</b>
Not very much	16	18	14	14	12	19	18	13	18	13	13	22	16	14
Not at all	6	7	4	2	3	9	9	3	6	6	5	7	5	8
<b>TOTAL NOT MUCH / NOT AT ALL</b>	<b>22</b>	<b>25</b>	<b>18</b>	<b>16</b>	<b>15</b>	<b>28</b>	<b>27</b>	<b>16</b>	<b>24</b>	<b>19</b>	<b>18</b>	<b>29</b>	<b>21</b>	<b>22</b>
Don't know	25	21	20	23	23	20	20	30	24	35	22	11	23	28

Which political Party your local MP represents

A great deal	19	15	27	25	26	19	21	17	14	17	22	23	20	19
A fair amount	32	36	31	32	34	30	31	32	36	26	32	37	34	27
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>51</b>	<b>51</b>	<b>58</b>	<b>57</b>	<b>60</b>	<b>49</b>	<b>52</b>	<b>49</b>	<b>50</b>	<b>43</b>	<b>54</b>	<b>60</b>	<b>54</b>	<b>46</b>
Not very much	17	18	17	16	13	20	19	15	21	15	17	19	16	19
Not at all	6	7	4	4	3	9	9	3	4	6	6	8	5	8
<b>TOTAL NOT MUCH / NOT AT ALL</b>	<b>23</b>	<b>25</b>	<b>21</b>	<b>20</b>	<b>16</b>	<b>29</b>	<b>28</b>	<b>18</b>	<b>25</b>	<b>21</b>	<b>23</b>	<b>27</b>	<b>21</b>	<b>27</b>
Don't know	26	23	20	23	24	21	21	32	25	37	23	13	25	28

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	2	2	1	0	1	1	1	2	7	1	0	0	1	1
My area gets less government investment than places in the South East of England	64	66	68	74	82	74	70	71	61	43	64	71	79	69	62
My area gets about the same amount of government investment as places in the South East of England	5	4	3	4	4	4	3	5	4	13	3	2	3	5	3
Don't know	31	28	27	21	14	22	25	23	33	36	32	26	18	25	33

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you think the amount of funding your local area gets is connected to the following?

Whether the area has a Metro Mayor

A great deal	4	7	6	3	4	1	2	5	8	4	5
A fair amount	15	10	20	12	7	18	15	15	23	13	15
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>19</b>	<b>17</b>	<b>26</b>	<b>15</b>	<b>11</b>	<b>19</b>	<b>17</b>	<b>20</b>	<b>31</b>	<b>17</b>	<b>20</b>
Not very much	22	18	22	23	26	22	23	22	27	23	18
Not at all	15	14	20	10	13	14	14	15	13	18	12
<b>TOTAL NOT MUCH / NOT AT ALL</b>	<b>37</b>	<b>32</b>	<b>42</b>	<b>33</b>	<b>39</b>	<b>36</b>	<b>37</b>	<b>37</b>	<b>40</b>	<b>41</b>	<b>30</b>
Don't know	44	51	33	52	50	45	46	43	29	42	49

Which political Party runs your local council

A great deal	22	24	22	25	25	15	18	23	26	27	18
A fair amount	31	27	33	29	26	37	33	30	38	27	32
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>53</b>	<b>51</b>	<b>55</b>	<b>54</b>	<b>51</b>	<b>52</b>	<b>51</b>	<b>53</b>	<b>64</b>	<b>54</b>	<b>50</b>
Not very much	16	14	16	16	15	16	15	16	15	16	17
Not at all	6	6	8	3	8	7	7	6	5	9	5
<b>TOTAL NOT MUCH / NOT AT ALL</b>	<b>22</b>	<b>20</b>	<b>24</b>	<b>19</b>	<b>23</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>20</b>	<b>25</b>	<b>22</b>
Don't know	25	30	20	28	25	26	26	25	17	21	28

Which political Party your local MP represents

A great deal	19	21	19	20	22	15	17	20	19	22	16
A fair amount	32	31	33	31	26	31	30	32	40	28	37
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>51</b>	<b>52</b>	<b>52</b>	<b>51</b>	<b>48</b>	<b>46</b>	<b>47</b>	<b>52</b>	<b>59</b>	<b>50</b>	<b>53</b>
Not very much	17	11	19	17	17	20	19	17	20	19	13
Not at all	6	6	8	3	8	6	7	6	4	8	5
<b>TOTAL NOT MUCH / NOT AT ALL</b>	<b>23</b>	<b>17</b>	<b>27</b>	<b>20</b>	<b>25</b>	<b>26</b>	<b>26</b>	<b>23</b>	<b>24</b>	<b>27</b>	<b>18</b>
Don't know	26	32	21	28	27	28	28	26	17	23	29

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	2	0	2	2	3	0	1	2	8	1	0
My area gets less government investment than places in the South East of England	64	66	69	71	66	63	55	58	69	57	77	64
My area gets about the same amount of government investment as places in the South East of England	5	4	3	4	5	2	5	4	4	10	2	5
Don't know	31	28	27	23	27	32	39	37	25	26	20	31

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	5	6	4	5	5	5	5	10	5	2	5	6	4	
Fairly good	33	32	33	36	23	37	29	33	30	39	28	32	34	27	
<b>TOTAL GOOD</b>	<b>39</b>	<b>37</b>	<b>39</b>	<b>40</b>	<b>28</b>	<b>42</b>	<b>34</b>	<b>38</b>	<b>35</b>	<b>49</b>	<b>33</b>	<b>34</b>	<b>39</b>	<b>40</b>	<b>31</b>
Fairly bad	34	32	28	32	42	33	32	30	34	33	33	33	29	30	35
Very bad	18	22	27	20	30	20	26	23	21	9	23	24	27	24	20
<b>TOTAL BAD</b>	<b>52</b>	<b>54</b>	<b>55</b>	<b>52</b>	<b>72</b>	<b>53</b>	<b>58</b>	<b>53</b>	<b>55</b>	<b>42</b>	<b>56</b>	<b>57</b>	<b>56</b>	<b>54</b>	<b>55</b>
Don't know	9	9	7	7	0	5	7	8	11	9	12	9	5	6	14

**Retail stores in the local town centre**

Very good	7	6	6	6	3	4	7	7	5	17	5	3	6	8	5
Fairly good	34	29	30	27	23	27	29	28	31	39	29	29	25	27	31
<b>TOTAL GOOD</b>	<b>41</b>	<b>35</b>	<b>36</b>	<b>33</b>	<b>26</b>	<b>31</b>	<b>36</b>	<b>35</b>	<b>36</b>	<b>56</b>	<b>34</b>	<b>32</b>	<b>31</b>	<b>35</b>	<b>36</b>
Fairly bad	31	32	32	35	46	38	31	34	30	24	30	33	39	33	30
Very bad	22	26	28	28	29	28	29	25	26	9	27	31	29	27	25
<b>TOTAL BAD</b>	<b>53</b>	<b>58</b>	<b>60</b>	<b>63</b>	<b>75</b>	<b>66</b>	<b>60</b>	<b>59</b>	<b>56</b>	<b>33</b>	<b>57</b>	<b>64</b>	<b>68</b>	<b>60</b>	<b>55</b>
Don't know	6	7	4	5	0	2	5	6	7	10	10	5	1	5	10

**Parks and green spaces**

Very good	17	16	18	16	19	19	15	16	16	20	13	14	20	18	13
Fairly good	56	53	55	55	51	59	52	53	52	47	51	54	58	56	48
<b>TOTAL GOOD</b>	<b>73</b>	<b>69</b>	<b>73</b>	<b>71</b>	<b>70</b>	<b>78</b>	<b>67</b>	<b>69</b>	<b>68</b>	<b>67</b>	<b>64</b>	<b>68</b>	<b>78</b>	<b>74</b>	<b>61</b>
Fairly bad	16	17	16	17	20	15	19	16	18	16	17	19	14	15	19
Very bad	5	6	6	5	10	4	8	7	6	2	8	7	4	5	8
<b>TOTAL BAD</b>	<b>21</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>30</b>	<b>19</b>	<b>27</b>	<b>23</b>	<b>24</b>	<b>18</b>	<b>25</b>	<b>26</b>	<b>18</b>	<b>20</b>	<b>27</b>
Don't know	6	8	5	7	0	3	6	8	9	15	10	6	3	6	12

**Schools and education**

Very good	8	8	8	9	7	9	8	9	8	12	7	6	9	9	7
Fairly good	50	45	48	42	52	50	45	42	48	43	40	46	55	46	43
<b>TOTAL GOOD</b>	<b>58</b>	<b>53</b>	<b>56</b>	<b>51</b>	<b>59</b>	<b>59</b>	<b>53</b>	<b>51</b>	<b>56</b>	<b>55</b>	<b>47</b>	<b>52</b>	<b>64</b>	<b>55</b>	<b>50</b>
Fairly bad	15	21	22	22	24	20	21	23	18	19	22	21	19	22	19
Very bad	6	6	4	7	10	6	7	7	6	8	7	6	3	5	9
<b>TOTAL BAD</b>	<b>21</b>	<b>27</b>	<b>26</b>	<b>29</b>	<b>34</b>	<b>26</b>	<b>28</b>	<b>30</b>	<b>24</b>	<b>27</b>	<b>29</b>	<b>27</b>	<b>22</b>	<b>27</b>	<b>28</b>
Don't know	21	20	19	20	7	15	19	19	20	17	23	21	15	18	22

**Sporting facilities**

Very good	6	7	7	5	7	5	7	8	5	17	5	3	6	8	5
Fairly good	44	42	46	46	39	48	43	40	45	32	39	44	53	44	40
<b>TOTAL GOOD</b>	<b>50</b>	<b>49</b>	<b>53</b>	<b>51</b>	<b>46</b>	<b>53</b>	<b>50</b>	<b>48</b>	<b>50</b>	<b>49</b>	<b>44</b>	<b>47</b>	<b>59</b>	<b>52</b>	<b>45</b>
Fairly bad	24	24	20	25	34	26	22	27	21	30	26	23	19	25	23
Very bad	8	9	8	9	9	8	9	9	8	5	10	10	6	8	9
<b>TOTAL BAD</b>	<b>32</b>	<b>33</b>	<b>28</b>	<b>34</b>	<b>43</b>	<b>34</b>	<b>31</b>	<b>36</b>	<b>29</b>	<b>35</b>	<b>36</b>	<b>33</b>	<b>25</b>	<b>33</b>	<b>32</b>
Don't know	18	18	18	15	11	14	18	16	21	16	20	19	16	15	23

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved	Generally declined	
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

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	5	6	4	4	7	7	7	4	14	2	6
Fairly good	33	32	29	28	37	30	34	33	31	52	18	19
<b>TOTAL GOOD</b>	<b>39</b>	<b>37</b>	<b>35</b>	<b>32</b>	<b>41</b>	<b>37</b>	<b>41</b>	<b>40</b>	<b>35</b>	<b>66</b>	<b>20</b>	<b>25</b>
Fairly bad	34	32	38	38	27	31	24	26	34	21	37	37
Very bad	18	22	18	23	22	23	22	22	22	7	36	30
<b>TOTAL BAD</b>	<b>52</b>	<b>54</b>	<b>56</b>	<b>61</b>	<b>49</b>	<b>54</b>	<b>46</b>	<b>48</b>	<b>56</b>	<b>28</b>	<b>73</b>	<b>67</b>
Don't know	9	9	10	6	10	10	14	13	8	6	7	9

**Retail stores in the local town centre**

Very good	7	6	7	5	5	9	9	9	6	16	3	6
Fairly good	34	29	27	26	33	37	30	32	29	41	22	26
<b>TOTAL GOOD</b>	<b>41</b>	<b>35</b>	<b>34</b>	<b>31</b>	<b>38</b>	<b>46</b>	<b>39</b>	<b>41</b>	<b>35</b>	<b>57</b>	<b>25</b>	<b>32</b>
Fairly bad	31	32	30	38	31	29	25	26	34	30	32	29
Very bad	22	26	29	27	25	15	25	22	27	10	38	32
<b>TOTAL BAD</b>	<b>53</b>	<b>58</b>	<b>59</b>	<b>65</b>	<b>56</b>	<b>44</b>	<b>50</b>	<b>48</b>	<b>61</b>	<b>40</b>	<b>70</b>	<b>61</b>
Don't know	6	7	8	4	6	10	11	10	6	3	4	7

**Parks and green spaces**

Very good	17	16	15	15	17	19	16	17	16	38	8	16
Fairly good	56	53	55	55	54	45	48	47	54	49	51	53
<b>TOTAL GOOD</b>	<b>73</b>	<b>69</b>	<b>70</b>	<b>70</b>	<b>71</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>70</b>	<b>87</b>	<b>59</b>	<b>69</b>
Fairly bad	16	17	16	19	15	16	16	16	17	8	21	17
Very bad	5	6	5	7	5	6	8	8	6	1	13	7
<b>TOTAL BAD</b>	<b>21</b>	<b>23</b>	<b>21</b>	<b>26</b>	<b>20</b>	<b>22</b>	<b>24</b>	<b>24</b>	<b>23</b>	<b>9</b>	<b>34</b>	<b>24</b>
Don't know	6	8	9	5	9	14	11	12	7	4	6	8

**Schools and education**

Very good	8	8	8	7	10	11	5	7	8	19	3	9
Fairly good	50	45	41	51	48	29	41	37	48	46	41	48
<b>TOTAL GOOD</b>	<b>58</b>	<b>53</b>	<b>49</b>	<b>58</b>	<b>58</b>	<b>40</b>	<b>46</b>	<b>44</b>	<b>56</b>	<b>65</b>	<b>44</b>	<b>57</b>
Fairly bad	15	21	21	21	18	28	21	23	20	14	29	18
Very bad	6	6	5	7	5	5	9	8	6	7	9	7
<b>TOTAL BAD</b>	<b>21</b>	<b>27</b>	<b>26</b>	<b>28</b>	<b>23</b>	<b>33</b>	<b>30</b>	<b>31</b>	<b>26</b>	<b>21</b>	<b>38</b>	<b>25</b>
Don't know	21	20	24	14	20	27	24	25	18	14	18	19

**Sporting facilities**

Very good	6	7	7	5	6	9	10	10	6	18	5	6
Fairly good	44	42	44	45	40	35	42	40	43	56	35	44
<b>TOTAL GOOD</b>	<b>50</b>	<b>49</b>	<b>51</b>	<b>50</b>	<b>46</b>	<b>44</b>	<b>52</b>	<b>50</b>	<b>49</b>	<b>74</b>	<b>40</b>	<b>50</b>
Fairly bad	24	24	25	26	23	25	20	22	25	10	30	21
Very bad	8	9	6	10	11	5	7	6	9	5	14	8
<b>TOTAL BAD</b>	<b>32</b>	<b>33</b>	<b>31</b>	<b>36</b>	<b>34</b>	<b>30</b>	<b>27</b>	<b>28</b>	<b>34</b>	<b>15</b>	<b>44</b>	<b>29</b>
Don't know	18	18	17	14	21	26	21	22	17	11	16	20

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1035</b>	310	365	57	346	439	507	528	147	416	241	231	591	411
<b>Unweighted Sample</b>	<b>1035</b>	306	380	56	369	438	466	569	90	440	257	248	598	406
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Public safety and anti-crime measures**

Very good	2	3	4	2	5	3	2	3	2	8	2	3	1	3	2
Fairly good	31	24	21	28	23	31	20	24	24	28	22	22	27	26	22
<b>TOTAL GOOD</b>	<b>33</b>	<b>27</b>	<b>25</b>	<b>30</b>	<b>28</b>	<b>34</b>	<b>22</b>	<b>27</b>	<b>26</b>	<b>36</b>	<b>24</b>	<b>25</b>	<b>28</b>	<b>29</b>	<b>24</b>
Fairly bad	33	37	38	36	34	37	38	35	38	36	36	35	41	38	34
Very bad	16	20	24	18	29	15	28	24	17	11	21	27	18	19	23
<b>TOTAL BAD</b>	<b>49</b>	<b>57</b>	<b>62</b>	<b>54</b>	<b>63</b>	<b>52</b>	<b>66</b>	<b>59</b>	<b>55</b>	<b>47</b>	<b>57</b>	<b>62</b>	<b>59</b>	<b>57</b>	<b>57</b>
Don't know	18	16	13	16	9	14	13	14	19	16	19	14	13	13	20

**Restaurants, cafes and bars**

Very good	16	18	19	17	14	19	17	16	19	24	15	16	20	18	17
Fairly good	54	47	48	49	52	51	48	47	47	35	46	50	53	49	44
<b>TOTAL GOOD</b>	<b>70</b>	<b>65</b>	<b>67</b>	<b>66</b>	<b>66</b>	<b>70</b>	<b>65</b>	<b>63</b>	<b>66</b>	<b>59</b>	<b>61</b>	<b>66</b>	<b>73</b>	<b>67</b>	<b>61</b>
Fairly bad	15	19	17	19	21	19	17	19	18	20	21	16	15	21	16
Very bad	5	6	5	7	11	5	7	6	6	8	7	7	3	5	8
<b>TOTAL BAD</b>	<b>20</b>	<b>25</b>	<b>22</b>	<b>26</b>	<b>32</b>	<b>24</b>	<b>24</b>	<b>25</b>	<b>24</b>	<b>28</b>	<b>28</b>	<b>23</b>	<b>18</b>	<b>26</b>	<b>24</b>
Don't know	9	11	10	8	2	6	10	11	11	12	11	11	8	7	16

**Theatres, music and arts venues**

Very good	9	9	10	10	11	12	8	9	9	12	8	8	11	11	6
Fairly good	35	35	37	39	29	40	35	33	37	32	30	39	41	36	33
<b>TOTAL GOOD</b>	<b>44</b>	<b>44</b>	<b>47</b>	<b>49</b>	<b>40</b>	<b>52</b>	<b>43</b>	<b>42</b>	<b>46</b>	<b>44</b>	<b>38</b>	<b>47</b>	<b>52</b>	<b>47</b>	<b>39</b>
Fairly bad	26	25	22	27	31	28	25	25	26	24	28	22	25	26	24
Very bad	16	16	17	15	25	13	18	19	14	14	19	16	13	16	17
<b>TOTAL BAD</b>	<b>42</b>	<b>41</b>	<b>39</b>	<b>42</b>	<b>56</b>	<b>41</b>	<b>43</b>	<b>44</b>	<b>40</b>	<b>38</b>	<b>47</b>	<b>38</b>	<b>38</b>	<b>42</b>	<b>41</b>
Don't know	14	14	14	10	5	6	14	13	15	17	15	14	10	11	20

**Job opportunities**

Very good	2	4	4	3	3	3	4	4	3	10	3	2	3	4	3
Fairly good	24	27	31	27	24	31	27	27	28	26	27	26	29	30	23
<b>TOTAL GOOD</b>	<b>26</b>	<b>31</b>	<b>35</b>	<b>30</b>	<b>27</b>	<b>34</b>	<b>31</b>	<b>31</b>	<b>31</b>	<b>36</b>	<b>30</b>	<b>28</b>	<b>32</b>	<b>34</b>	<b>26</b>
Fairly bad	38	34	26	37	39	36	33	34	35	41	34	35	30	33	36
Very bad	15	13	12	13	21	12	13	14	12	7	14	15	11	10	16
<b>TOTAL BAD</b>	<b>53</b>	<b>47</b>	<b>38</b>	<b>50</b>	<b>60</b>	<b>48</b>	<b>46</b>	<b>48</b>	<b>47</b>	<b>48</b>	<b>48</b>	<b>50</b>	<b>41</b>	<b>43</b>	<b>52</b>
Don't know	21	22	26	20	14	18	23	22	22	15	21	22	27	22	22

**Local transport links**

Very good	14	12	13	13	16	12	11	13	12	22	11	8	14	11	13
Fairly good	48	38	35	40	33	39	40	37	39	32	38	42	40	40	36
<b>TOTAL GOOD</b>	<b>62</b>	<b>50</b>	<b>48</b>	<b>53</b>	<b>49</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>51</b>	<b>54</b>	<b>49</b>	<b>50</b>	<b>54</b>	<b>51</b>	<b>49</b>
Fairly bad	21	27	30	26	27	29	27	29	24	24	26	26	29	27	26
Very bad	9	14	15	15	22	15	15	12	15	6	14	17	14	14	13
<b>TOTAL BAD</b>	<b>30</b>	<b>41</b>	<b>45</b>	<b>41</b>	<b>49</b>	<b>44</b>	<b>42</b>	<b>41</b>	<b>39</b>	<b>30</b>	<b>40</b>	<b>43</b>	<b>43</b>	<b>41</b>	<b>39</b>
Don't know	8	9	7	6	2	4	7	8	10	16	11	8	4	7	12

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

**Public safety and anti-crime measures**

Very good	2	3	4	2	3	5	2	3	3	9	0	4
Fairly good	31	24	22	25	28	21	19	20	25	37	12	22
<b>TOTAL GOOD</b>	<b>33</b>	<b>27</b>	<b>26</b>	<b>27</b>	<b>31</b>	<b>26</b>	<b>21</b>	<b>23</b>	<b>28</b>	<b>46</b>	<b>12</b>	<b>26</b>
Fairly bad	33	37	38	38	32	35	40	39	36	30	44	39
Very bad	16	20	21	21	18	23	21	22	20	8	33	22
<b>TOTAL BAD</b>	<b>49</b>	<b>57</b>	<b>59</b>	<b>59</b>	<b>50</b>	<b>58</b>	<b>61</b>	<b>61</b>	<b>56</b>	<b>38</b>	<b>77</b>	<b>61</b>
Don't know	18	16	15	14	18	15	18	17	16	16	11	13

**Restaurants, cafes and bars**

Very good	16	18	17	18	17	22	15	17	18	39	10	14
Fairly good	54	47	46	47	49	54	43	47	47	34	46	46
<b>TOTAL GOOD</b>	<b>70</b>	<b>65</b>	<b>63</b>	<b>65</b>	<b>66</b>	<b>76</b>	<b>58</b>	<b>64</b>	<b>65</b>	<b>73</b>	<b>56</b>	<b>60</b>
Fairly bad	15	19	23	18	20	8	19	16	20	20	24	22
Very bad	5	6	4	9	3	6	7	7	6	4	11	8
<b>TOTAL BAD</b>	<b>20</b>	<b>25</b>	<b>27</b>	<b>27</b>	<b>23</b>	<b>14</b>	<b>26</b>	<b>23</b>	<b>26</b>	<b>24</b>	<b>35</b>	<b>30</b>
Don't know	9	11	10	8	11	10	16	14	9	3	9	11

**Theatres, music and arts venues**

Very good	9	9	10	9	7	10	12	12	8	25	6	6
Fairly good	35	35	35	31	41	30	36	34	35	35	31	29
<b>TOTAL GOOD</b>	<b>44</b>	<b>44</b>	<b>45</b>	<b>40</b>	<b>48</b>	<b>40</b>	<b>48</b>	<b>46</b>	<b>43</b>	<b>60</b>	<b>37</b>	<b>35</b>
Fairly bad	26	25	24	30	23	30	18	22	26	23	28	29
Very bad	16	16	17	19	14	9	18	15	17	7	24	18
<b>TOTAL BAD</b>	<b>42</b>	<b>41</b>	<b>41</b>	<b>49</b>	<b>37</b>	<b>39</b>	<b>36</b>	<b>37</b>	<b>43</b>	<b>30</b>	<b>52</b>	<b>47</b>
Don't know	14	14	14	11	15	21	16	18	13	10	11	17

**Job opportunities**

Very good	2	4	5	3	3	7	5	6	3	18	1	3
Fairly good	24	27	21	26	31	26	32	30	26	40	21	27
<b>TOTAL GOOD</b>	<b>26</b>	<b>31</b>	<b>26</b>	<b>29</b>	<b>34</b>	<b>33</b>	<b>37</b>	<b>36</b>	<b>29</b>	<b>58</b>	<b>22</b>	<b>30</b>
Fairly bad	38	34	38	39	32	31	29	29	36	23	39	36
Very bad	15	13	18	12	12	7	12	10	13	3	21	14
<b>TOTAL BAD</b>	<b>53</b>	<b>47</b>	<b>56</b>	<b>51</b>	<b>44</b>	<b>38</b>	<b>41</b>	<b>39</b>	<b>49</b>	<b>26</b>	<b>60</b>	<b>50</b>
Don't know	21	22	18	21	22	28	23	24	21	16	18	19

**Local transport links**

Very good	14	12	11	13	7	24	14	17	11	27	6	12
Fairly good	48	38	42	35	35	35	48	44	37	32	37	35
<b>TOTAL GOOD</b>	<b>62</b>	<b>50</b>	<b>53</b>	<b>48</b>	<b>42</b>	<b>59</b>	<b>62</b>	<b>61</b>	<b>48</b>	<b>59</b>	<b>43</b>	<b>47</b>
Fairly bad	21	27	27	31	30	22	15	17	30	30	30	29
Very bad	9	14	12	14	17	10	11	11	15	5	19	14
<b>TOTAL BAD</b>	<b>30</b>	<b>41</b>	<b>39</b>	<b>45</b>	<b>47</b>	<b>32</b>	<b>26</b>	<b>28</b>	<b>45</b>	<b>35</b>	<b>49</b>	<b>43</b>
Don't know	8	9	8	7	10	9	13	12	8	6	8	10

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**National transport links**

Very good	12	12	12	10	18	12	11	11	12	17	11	9	12	12	9
Fairly good	46	39	39	43	35	42	40	40	38	34	35	43	45	40	39
<b>TOTAL GOOD</b>	<b>58</b>	<b>51</b>	<b>51</b>	<b>53</b>	<b>53</b>	<b>54</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>51</b>	<b>46</b>	<b>52</b>	<b>57</b>	<b>52</b>	<b>48</b>
Fairly bad	22	27	28	27	28	29	26	27	27	30	25	26	29	28	26
Very bad	10	12	12	13	19	12	14	12	11	7	15	14	8	12	12
<b>TOTAL BAD</b>	<b>32</b>	<b>39</b>	<b>40</b>	<b>40</b>	<b>47</b>	<b>41</b>	<b>40</b>	<b>39</b>	<b>38</b>	<b>37</b>	<b>40</b>	<b>40</b>	<b>37</b>	<b>40</b>	<b>38</b>
Don't know	11	10	8	7	0	6	9	9	12	12	13	9	5	8	14

**Thinking about your local area, over the past year would you say the following have gotten worse, better or stayed about the same?**

**The physical environment in the town centre**

Better	7	8	5	8	8	7	8	7	12	7	7	6	8	5
Stayed the same	35	35	40	28	37	35	34	36	40	34	34	35	35	35
Worse	47	48	46	59	51	49	49	45	31	47	50	54	49	44
Don't know	11	8	9	5	5	10	9	12	18	12	9	5	8	16

**Retail stores in the local town centre**

Better	5	5	4	4	4	4	4	5	9	5	4	2	5	5
Stayed the same	27	28	27	15	25	28	31	23	33	27	23	26	27	27
Worse	59	61	62	79	67	61	56	62	43	58	65	67	61	56
Don't know	9	6	8	2	4	7	9	10	15	11	7	4	7	12

**Parks and green spaces**

Better	6	7	5	7	7	5	8	5	15	5	4	6	8	4
Stayed the same	68	72	71	66	74	68	69	67	56	63	72	80	69	66
Worse	16	15	17	25	15	19	15	17	11	20	18	11	16	16
Don't know	9	6	7	2	4	7	8	10	18	11	6	3	7	13

**Schools and education**

Better	5	6	5	5	4	6	6	5	15	4	2	5	5	6
Stayed the same	54	59	49	59	58	56	56	52	44	51	61	58	56	51
Worse	18	15	22	26	19	19	20	16	18	21	17	15	18	18
Don't know	23	20	24	10	20	19	18	27	24	24	20	22	21	25

**Sporting facilities**

Better	7	8	7	3	6	8	7	7	14	6	5	5	8	5
Stayed the same	55	57	57	63	59	56	54	56	46	53	57	63	56	52
Worse	17	16	18	13	17	17	20	13	17	19	17	13	16	18
Don't know	22	19	18	21	18	20	19	24	23	23	20	20	20	24

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Total	Region (1)				Region (2)		Do you think your local area		Red Wall		
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined	
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188	
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193	
	%	%	%	%	%	%	%	%	%	%	%	
<b>National transport links</b>												
Very good	12	12	9	11	8	25	15	18	10	22	9	10
Fairly good	46	39	38	39	34	39	47	44	37	38	36	41
<b>TOTAL GOOD</b>	<b>58</b>	<b>51</b>	<b>47</b>	<b>50</b>	<b>42</b>	<b>64</b>	<b>62</b>	<b>62</b>	<b>47</b>	<b>60</b>	<b>45</b>	<b>51</b>
Fairly bad	22	27	29	31	29	20	16	18	30	24	31	29
Very bad	10	12	14	12	16	2	8	6	14	11	15	10
<b>TOTAL BAD</b>	<b>32</b>	<b>39</b>	<b>43</b>	<b>43</b>	<b>45</b>	<b>22</b>	<b>24</b>	<b>24</b>	<b>44</b>	<b>35</b>	<b>46</b>	<b>39</b>
Don't know	11	10	10	7	12	14	14	14	9	5	8	11
<b>Thinking about your local area, over the past year would you say the following have gotten worse, better or stayed about the same?</b>												
<b>The physical environment in the town centre</b>												
Better	7	6	6	9	6	10	8	7	25	3	5	
Stayed the same	35	34	36	37	37	31	33	36	43	21	26	
Worse	47	48	50	44	49	43	45	47	25	68	59	
Don't know	11	11	8	10	8	16	14	10	7	9	10	
<b>Retail stores in the local town centre</b>												
Better	5	6	5	3	2	7	5	4	12	2	6	
Stayed the same	27	21	28	26	32	30	30	26	37	19	23	
Worse	59	65	60	61	60	50	53	61	48	72	62	
Don't know	9	8	7	10	7	14	12	8	3	7	9	
<b>Parks and green spaces</b>												
Better	6	8	5	8	5	6	6	7	24	4	9	
Stayed the same	68	70	70	67	71	62	65	69	63	62	65	
Worse	16	12	19	14	18	19	19	15	6	26	14	
Don't know	9	10	6	11	6	13	10	9	7	8	12	
<b>Schools and education</b>												
Better	5	6	4	5	10	6	7	5	17	4	7	
Stayed the same	54	53	54	55	53	53	53	54	54	47	55	
Worse	18	18	21	16	17	17	17	19	11	29	14	
Don't know	23	23	21	24	20	24	23	23	19	20	24	
<b>Sporting facilities</b>												
Better	7	6	5	4	6	13	11	5	15	5	9	
Stayed the same	55	62	54	55	56	50	52	56	69	50	54	
Worse	17	14	20	16	14	14	14	18	3	27	13	
Don't know	22	18	20	24	23	23	23	21	13	18	24	

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Public safety and anti-crime measures</b>														
Better	3	4	2	3	2	3	3	2	9	1	2	2	3	2
Stayed the same	37	34	40	38	42	32	38	35	43	33	36	39	38	33
Worse	44	48	39	47	42	53	46	42	29	45	48	48	43	47
Don't know	17	14	18	12	14	13	13	20	19	21	13	11	16	18
<b>Restaurants, cafes and bars</b>														
Better	18	19	16	10	20	17	17	19	22	17	14	20	18	16
Stayed the same	50	51	54	53	51	54	51	50	45	48	51	58	52	48
Worse	21	20	22	31	23	20	21	20	17	23	24	16	22	20
Don't know	11	9	8	5	7	9	11	11	17	12	11	7	8	16
<b>Theatres, music and arts venues</b>														
Better	7	7	7	3	6	6	6	7	14	5	4	7	6	7
Stayed the same	60	67	60	53	65	65	63	57	51	56	63	68	63	55
Worse	18	14	21	34	19	16	16	19	18	19	17	15	18	16
Don't know	16	13	12	10	10	14	15	17	18	19	16	11	13	22
<b>More job opportunities</b>														
Better	8	10	7	11	10	9	10	7	9	8	7	10	10	7
Stayed the same	38	39	36	33	37	40	39	37	42	34	40	38	38	36
Worse	30	23	35	43	34	27	29	31	26	32	34	24	26	35
Don't know	24	28	22	13	19	25	23	25	23	25	19	28	25	22
<b>Local transport links</b>														
Better	6	5	5	4	5	6	6	6	14	6	3	4	6	6
Stayed the same	52	54	51	47	53	53	54	49	47	49	55	55	52	50
Worse	30	32	32	47	36	31	29	32	21	30	33	35	31	29
Don't know	12	9	11	2	7	10	11	13	18	15	9	6	10	14
<b>National transport links</b>														
Better	5	5	3	0	3	5	6	4	12	4	4	4	4	6
Stayed the same	57	61	59	57	61	58	57	56	52	55	57	62	57	56
Worse	25	24	28	39	29	25	27	23	16	25	27	27	27	21
Don't know	14	10	10	4	7	11	10	17	20	16	12	7	11	17

Sample Size: 1035 adults in the North and Midlands (Recontact)  
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	Total	Region (1)				Region (2)		Do you think your local area		Red Wall	
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<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%
<b>Public safety and anti-crime measures</b>											
Better	3	4	2	3	4	1	2	3	9	1	6
Stayed the same	37	37	38	37	43	30	34	37	50	22	30
Worse	44	44	45	41	37	51	46	44	28	66	48
Don't know	17	16	14	19	16	18	18	16	13	10	16
<b>Restaurants, cafes and bars</b>											
Better	18	18	21	17	14	13	13	19	35	12	12
Stayed the same	50	51	47	53	50	53	52	50	46	49	49
Worse	21	19	21	20	31	20	23	20	12	31	26
Don't know	11	12	11	11	6	14	11	11	7	9	13
<b>Theatres, music and arts venues</b>											
Better	7	9	5	6	8	7	7	6	20	4	8
Stayed the same	60	60	59	60	58	60	59	60	65	57	57
Worse	18	14	21	15	22	15	17	18	10	28	17
Don't know	16	17	14	18	12	18	16	16	6	12	18
<b>More job opportunities</b>											
Better	8	8	8	9	4	11	9	8	28	4	8
Stayed the same	38	42	38	38	42	30	34	39	44	33	37
Worse	30	33	31	26	24	33	30	30	8	44	33
Don't know	24	17	23	27	30	26	27	23	21	18	22
<b>Local transport links</b>											
Better	6	4	7	3	5	11	9	5	11	5	6
Stayed the same	52	56	50	47	62	53	56	50	60	45	52
Worse	30	28	32	38	25	21	22	33	24	40	29
Don't know	12	12	11	12	8	15	13	12	6	10	13
<b>National transport links</b>											
Better	5	6	4	2	6	9	8	4	13	4	5
Stayed the same	57	55	55	55	68	59	62	55	63	52	58
Worse	25	27	30	29	12	14	13	29	18	34	22
Don't know	14	13	11	14	14	18	17	12	6	10	14

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, have you seen improve most in your local area over the past year? Please choose up to 3.

Tracking column relates to the similar question asked in 2021: 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	8	6	9	6	8	6	6	9	9	7	8	7	8	7
Retail stores in the local town centre	25	6	6	6	1	6	5	5	6	9	5	6	4	5	7
Parks and green spaces	27	12	12	11	20	12	13	11	13	15	12	10	12	13	12
Schools and education	29	5	5	6	7	4	6	4	6	9	5	3	6	4	7
Sporting facilities	8	5	6	6	4	4	6	5	6	6	6	4	5	5	5
Public safety and anti-crime measures	52	4	4	2	8	5	4	4	3	5	2	4	5	4	4
Restaurants, cafes and bars	8	22	25	22	17	25	22	21	24	17	24	22	23	25	19
Theatres, music and arts venues	10	7	7	8	3	7	6	6	8	9	6	6	7	7	7
More job opportunities	41	9	9	9	6	10	9	10	8	8	9	7	12	10	8
Local transport links	21	8	5	8	9	6	7	8	8	14	8	6	5	7	9
National transport links	12	6	7	4	3	2	8	6	5	12	4	3	7	6	5
None of these	1	41	41	41	46	44	44	45	37	21	40	51	45	40	42
Don't know	6	13	12	11	8	8	11	11	15	25	13	12	6	11	15

In your opinion, would you say the following transport links in your local area got better or worse in the last year, or have they stayed about the same?

#### Bus services

Better	6	4	7	4	4	6	6	6	6	15	5	2	4	5	8
Stayed the same	40	39	42	32	38	38	41	38	40	40	39	40	40	40	39
Worse	39	45	39	57	45	42	40	38	26	36	46	47	40	40	37
Don't know	15	12	13	7	13	13	13	18	19	20	11	9	15	16	

#### Train services

Better	4	5	3	0	2	5	4	4	8	3	3	3	3	4
Stayed the same	42	40	44	39	45	38	43	41	43	41	43	40	43	39
Worse	36	40	37	51	39	38	38	34	30	35	36	42	38	33
Don't know	18	15	15	10	13	18	15	21	19	20	17	15	15	24

#### Roads

Better	6	6	5	6	5	6	7	6	17	6	3	4	8	4
Stayed the same	35	34	37	28	36	35	36	35	41	33	33	38	38	32
Worse	50	55	50	66	55	54	50	50	23	52	59	55	47	52
Don't know	8	5	8	0	4	5	7	10	19	9	5	3	6	12

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, have you seen improve most in your local area over the past year? Please choose up to 3.

Tracking column relates to the similar question asked in 2021: 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	8	8	5	9	8	9	9	7	17	4	6
Retail stores in the local town centre	25	6	6	5	5	2	8	6	5	15	3	5
Parks and green spaces	27	12	10	13	13	6	13	11	12	30	9	16
Schools and education	29	5	5	6	6	3	4	4	6	11	7	5
Sporting facilities	8	5	3	5	5	7	8	7	5	6	6	5
Public safety and anti-crime measures	52	4	4	3	6	4	2	3	4	5	3	4
Restaurants, cafes and bars	8	22	23	27	20	20	18	18	24	41	16	13
Theatres, music and arts venues	10	7	8	7	7	3	6	5	7	14	6	5
More job opportunities	41	9	11	7	10	8	8	8	9	20	8	11
Local transport links	21	8	5	10	5	4	13	10	7	10	8	8
National transport links	12	6	6	6	4	6	7	7	5	7	5	8
None of these	1	41	39	40	40	50	42	45	40	12	52	46
Don't know	6	13	16	10	13	14	15	15	12	9	9	15

In your opinion, would you say the following transport links in your local area got better or worse in the last year, or have they stayed about the same?

**Bus services**

Better	6	5	8	3	8	5	6	6	11	5	6
Stayed the same	40	43	39	31	46	47	47	37	43	36	40
Worse	39	36	38	52	37	27	30	42	29	48	40
Don't know	15	15	15	15	8	21	17	15	17	11	15

**Train services**

Better	4	7	3	4	6	2	4	4	9	3	5
Stayed the same	42	48	39	38	45	46	45	41	46	37	42
Worse	36	26	43	41	27	28	27	39	32	46	35
Don't know	18	20	14	17	22	24	24	17	13	14	18

**Roads**

Better	6	8	5	7	5	8	7	6	22	3	6
Stayed the same	35	37	36	33	38	35	36	35	42	25	34
Worse	50	48	52	51	52	45	47	51	31	66	50
Don't know	8	7	7	9	5	12	10	8	5	5	10

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1035</b>	310	365	57	346	439	507	528	147	416	241	231	591	411
<b>Unweighted Sample</b>	<b>1035</b>	306	380	56	369	438	466	569	90	440	257	248	598	406
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Provisions for cyclists</b>														
Better	24	27	27	24	27	25	22	27	18	24	25	28	26	22
Stayed the same	44	47	46	50	49	45	48	41	44	41	48	47	46	41
Worse	10	8	10	11	8	11	12	8	14	12	7	7	9	13
Don't know	21	17	18	15	16	19	18	24	24	22	20	18	20	24
<b>Walking routes</b>														
Better	9	9	10	9	8	9	9	9	19	7	7	9	10	8
Stayed the same	64	65	67	55	71	64	65	64	56	63	66	71	67	60
Worse	12	12	10	19	11	12	13	11	10	15	12	7	9	15
Don't know	15	14	12	16	9	15	13	16	16	15	15	14	14	17
<b>Metro/tram services</b>														
Better	6	7	5	5	6	6	7	4	10	5	4	6	7	5
Stayed the same	39	34	44	37	43	34	42	36	52	38	40	32	43	34
Worse	16	17	16	19	14	17	16	15	15	18	13	15	13	19
Don't know	40	42	35	39	37	43	34	45	23	40	42	47	36	43
<b>Bridges</b>														
Better	3	4	2	3	3	4	4	2	6	4	3	2	4	2
Stayed the same	54	58	53	64	54	56	57	50	54	52	48	63	54	52
Worse	10	8	10	10	10	10	12	8	11	11	11	7	11	9
Don't know	33	29	35	23	33	30	27	39	30	34	38	29	32	37
<b>Airports</b>														
Better	4	6	3	0	3	4	5	2	9	3	1	4	4	3
Stayed the same	44	46	43	50	44	45	44	44	43	44	45	44	47	40
Worse	22	22	26	28	27	23	24	20	17	22	21	28	23	21
Don't know	30	27	28	22	26	28	27	33	32	31	33	25	26	36

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Total	Region (1)				Region (2)		Do you think your local area		Red Wall	
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%
<b>Provisions for cyclists</b>											
Better	24	22	25	22	31	27	28	23	30	25	17
Stayed the same	44	48	47	46	40	36	37	47	48	41	45
Worse	10	9	10	12	10	9	9	11	6	16	9
Don't know	21	20	18	21	20	28	25	19	15	18	29
<b>Walking routes</b>											
Better	9	6	9	10	11	9	10	9	24	7	13
Stayed the same	64	72	61	66	63	63	63	65	59	60	59
Worse	12	10	15	8	13	10	11	12	8	21	10
Don't know	15	12	15	16	12	18	16	15	9	12	18
<b>Metro/tram services</b>											
Better	6	5	6	0	7	14	12	4	16	5	3
Stayed the same	39	39	40	38	47	36	39	39	44	36	41
Worse	16	18	17	14	11	14	13	17	13	21	15
Don't know	40	37	37	47	35	37	36	41	27	37	41
<b>Bridges</b>											
Better	3	8	2	1	6	4	5	3	13	1	5
Stayed the same	54	58	55	55	53	45	47	56	57	51	52
Worse	10	9	11	11	15	6	9	10	8	18	7
Don't know	33	26	33	33	26	45	39	31	22	30	36
<b>Airports</b>											
Better	4	8	4	2	5	3	4	4	16	2	4
Stayed the same	44	52	39	45	47	44	45	44	44	42	44
Worse	22	13	30	25	12	16	15	25	22	28	23
Don't know	30	27	27	29	36	37	37	28	19	28	29

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And, in your opinion, would you say the following transport links in your local area got better or worse in the last year, or have they stayed about the same?

**Transport links to schools, shops or employment areas in my local area**

Better	<b>4</b>	3	3	1	2	3	4	4	13	4	1	1	3	4
Stayed the same	<b>50</b>	54	53	48	51	51	53	47	51	46	54	53	53	47
Worse	<b>24</b>	26	25	30	27	27	25	23	13	26	25	27	24	23
Don't know	<b>22</b>	17	19	20	20	19	19	25	23	25	20	18	20	26

**Transport links to the nearest town or city centre**

Better	<b>5</b>	6	3	0	3	4	5	5	16	3	3	5	5	6
Stayed the same	<b>55</b>	54	60	57	59	54	57	53	47	54	59	57	59	49
Worse	<b>25</b>	28	25	37	27	28	25	24	17	25	24	30	24	25
Don't know	<b>16</b>	12	13	6	10	14	13	18	20	19	14	8	13	19

**Transport links between cities in the North and Midlands**

Better	<b>3</b>	4	2	0	3	4	5	2	11	2	3	1	3	4
Stayed the same	<b>44</b>	49	42	50	44	46	45	43	43	43	47	43	47	38
Worse	<b>23</b>	21	28	34	28	22	26	19	16	22	21	30	24	22
Don't know	<b>30</b>	26	27	16	25	28	24	36	30	33	29	27	26	36

**Transport links between the North and Midlands and London**

Better	<b>3</b>	4	2	1	1	4	3	3	10	3	1	2	3	3
Stayed the same	<b>45</b>	46	47	51	47	45	50	40	40	43	50	46	48	40
Worse	<b>23</b>	25	25	34	27	24	24	22	17	23	22	28	25	20
Don't know	<b>29</b>	25	27	14	24	27	23	36	33	32	27	24	24	37

**Transport links between the North and Midlands and other parts of the UK**

Better	<b>3</b>	5	1	0	2	4	4	3	11	3	1	3	3	4
Stayed the same	<b>45</b>	48	45	50	47	46	48	42	41	44	51	43	49	39
Worse	<b>23</b>	22	27	35	27	24	26	21	19	23	20	29	24	22
Don't know	<b>29</b>	25	26	15	25	26	22	35	30	31	28	26	25	35

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

And, in your opinion, would you say the following transport links in your local area got better or worse in the last year, or have they stayed about the same?

**Transport links to schools, shops or employment areas in my local area**

Better	4	5	2	3	8	4	6	3	9	1	5
Stayed the same	50	49	53	45	52	53	52	49	63	45	49
Worse	24	22	26	28	18	20	19	26	14	35	26
Don't know	22	24	19	23	22	23	23	22	15	19	21

**Transport links to the nearest town or city centre**

Better	5	5	5	3	11	7	8	4	10	3	5
Stayed the same	55	59	55	51	59	54	56	54	66	50	51
Worse	25	20	26	31	20	19	19	26	13	35	26
Don't know	16	16	14	16	10	20	17	15	11	11	18

**Transport links between cities in the North and Midlands**

Better	3	5	2	3	4	3	3	3	14	2	4
Stayed the same	44	49	39	43	43	51	48	42	48	42	48
Worse	23	17	29	24	22	13	16	25	15	32	19
Don't know	30	28	30	30	32	33	33	29	23	25	29

**Transport links between the North and Midlands and London**

Better	3	4	1	2	5	5	5	2	8	2	4
Stayed the same	45	50	38	46	40	52	48	43	54	43	50
Worse	23	18	33	22	20	12	14	26	19	31	18
Don't know	29	28	28	29	34	32	32	28	19	24	27

**Transport links between the North and Midlands and other parts of the UK**

Better	3	6	2	2	6	3	4	3	11	3	3
Stayed the same	45	47	40	46	44	52	49	43	54	42	50
Worse	23	19	30	23	23	13	16	25	12	33	19
Don't know	29	28	28	29	27	32	31	28	22	22	28

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	<b>310</b>	<b>365</b>	<b>57</b>	<b>346</b>	<b>439</b>	<b>507</b>	<b>528</b>	<b>147</b>	<b>416</b>	<b>241</b>	<b>231</b>	<b>591</b>	<b>411</b>
<b>Unweighted Sample</b>	<b>1035</b>	<b>306</b>	<b>380</b>	<b>56</b>	<b>369</b>	<b>438</b>	<b>466</b>	<b>569</b>	<b>90</b>	<b>440</b>	<b>257</b>	<b>248</b>	<b>598</b>	<b>406</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	20	21	21	21	22	18	21	16	17	20	26	20	17
Better transport links to the rest of the country	11	16	16	17	20	18	17	14	18	11	14	27	17	14
A more attractive town centre	34	35	37	36	34	36	37	34	36	30	35	35	38	33
More entertainment and cultural provision	15	13	11	16	11	15	11	13	13	16	15	10	13	12
More parks and green spaces	17	12	9	14	10	13	11	9	15	13	17	7	11	12
Better local schools	15	15	16	16	14	17	14	15	15	13	17	12	15	14
Better broadband and IT infrastructure	9	8	7	6	19	10	7	8	7	9	6	9	8	8
Good employment prospects	46	45	49	46	57	48	48	46	45	32	43	48	55	44
Better housing	27	25	18	26	13	22	23	27	23	36	26	26	16	23
Facilities for co-working or start-up microbusinesses	8	5	4	6	11	6	5	5	6	9	5	5	6	5
Government subsidies to attract new businesses	19	19	23	18	26	21	21	20	18	12	11	24	31	16
The relocation of government and civil service jobs to the local area	13	13	15	15	24	16	15	16	11	5	11	14	21	10
Something else	7	5	5	5	6	7	4	5	6	4	6	8	2	5
Don't know	12	14	14	12	4	9	14	13	18	15	14	7	11	18

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

Very easy	2	2	3	1	0	1	3	3	1	2	2	1	2	3	1
Fairly easy	15	20	24	17	19	22	19	19	21	26	21	19	17	22	18
<b>TOTAL EASY</b>	<b>17</b>	<b>22</b>	<b>27</b>	<b>18</b>	<b>19</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>22</b>	<b>28</b>	<b>23</b>	<b>20</b>	<b>19</b>	<b>25</b>	<b>19</b>
Fairly difficult	44	35	30	41	49	38	35	36	34	32	35	32	39	36	34
Very difficult	18	18	16	19	17	16	17	16	19	20	17	20	14	15	21
<b>TOTAL DIFFICULT</b>	<b>62</b>	<b>53</b>	<b>46</b>	<b>60</b>	<b>66</b>	<b>54</b>	<b>52</b>	<b>52</b>	<b>53</b>	<b>52</b>	<b>52</b>	<b>52</b>	<b>53</b>	<b>51</b>	<b>55</b>
Don't know	21	25	27	22	15	22	26	25	25	20	24	27	27	24	26

**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	2	2	0	1	2	3	0	3	2	0	1	2	1
Fairly easy	9	11	14	8	9	12	10	10	12	15	10	12	9	12	10
<b>TOTAL EASY</b>	<b>10</b>	<b>13</b>	<b>16</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>18</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>11</b>
Fairly difficult	39	38	34	39	45	39	34	37	38	47	37	33	37	39	35
Very difficult	31	26	24	31	31	28	28	28	25	20	27	30	26	24	29
<b>TOTAL DIFFICULT</b>	<b>70</b>	<b>64</b>	<b>58</b>	<b>70</b>	<b>76</b>	<b>67</b>	<b>62</b>	<b>65</b>	<b>63</b>	<b>67</b>	<b>64</b>	<b>63</b>	<b>63</b>	<b>63</b>	<b>64</b>
Don't know	19	24	26	20	14	20	25	23	24	15	24	25	27	23	25

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

**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	20	17	21	26	15	12	13	22	20	19	17
Better transport links to the rest of the country	11	16	12	19	23	6	9	8	19	23	15	14
A more attractive town centre	34	35	35	40	33	29	32	31	37	30	43	46
More entertainment and cultural provision	15	13	11	15	9	22	12	15	12	19	9	13
More parks and green spaces	17	12	9	13	12	17	10	12	12	18	13	9
Better local schools	15	15	17	12	12	18	20	20	13	12	18	13
Better broadband and IT infrastructure	9	8	9	6	9	13	6	8	8	14	8	7
Good employment prospects	46	45	47	48	42	44	43	43	46	40	49	48
Better housing	27	25	22	29	22	32	24	26	25	23	26	24
Facilities for co-working or start-up microbusinesses	8	5	4	6	6	1	7	5	6	10	5	6
Government subsidies to attract new businesses	19	19	23	21	18	14	15	15	20	24	17	17
The relocation of government and civil service jobs to the local area	13	13	17	13	15	2	12	9	15	23	12	12
Something else	7	5	8	4	7	3	5	4	6	3	7	6
Don't know	12	14	17	8	13	18	20	19	12	5	10	12

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

Very easy	2	2	2	2	1	5	3	4	2	10	1	2
Fairly easy	15	20	14	22	21	17	23	21	20	41	17	18
<b>TOTAL EASY</b>	<b>17</b>	<b>22</b>	<b>16</b>	<b>24</b>	<b>22</b>	<b>22</b>	<b>26</b>	<b>25</b>	<b>22</b>	<b>51</b>	<b>18</b>	<b>20</b>
Fairly difficult	44	35	33	37	33	43	33	36	35	18	39	36
Very difficult	18	18	21	18	15	8	22	18	17	8	27	17
<b>TOTAL DIFFICULT</b>	<b>62</b>	<b>53</b>	<b>54</b>	<b>55</b>	<b>48</b>	<b>51</b>	<b>55</b>	<b>54</b>	<b>52</b>	<b>26</b>	<b>66</b>	<b>53</b>
Don't know	21	25	30	21	30	27	20	22	26	23	16	26

**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	2	1	1	3	2	2	1	11	1	0
Fairly easy	9	11	8	10	12	12	14	13	10	24	7	10
<b>TOTAL EASY</b>	<b>10</b>	<b>13</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>15</b>	<b>16</b>	<b>15</b>	<b>11</b>	<b>35</b>	<b>8</b>	<b>10</b>
Fairly difficult	39	38	36	42	36	40	33	35	39	30	38	41
Very difficult	31	26	27	27	23	19	32	28	26	12	40	26
<b>TOTAL DIFFICULT</b>	<b>70</b>	<b>64</b>	<b>63</b>	<b>69</b>	<b>59</b>	<b>59</b>	<b>65</b>	<b>63</b>	<b>65</b>	<b>42</b>	<b>78</b>	<b>67</b>
Don't know	19	24	28	19	28	26	20	22	24	23	14	23

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1035</b>	310	365	57	346	439	507	528	147	416	241	231	591	411
<b>Unweighted Sample</b>	<b>1035</b>	306	380	56	369	438	466	569	90	440	257	248	598	406
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	<b>22</b>	24	23	29	29	22	21	24	17	19	26	27	24	18
Better transport links to the rest of the country	22	<b>25</b>	28	26	35	27	28	26	24	20	21	27	33	26	23
A more attractive town centre	25	<b>23</b>	26	21	15	22	26	22	24	17	23	25	26	23	22
More entertainment and cultural provision	7	<b>7</b>	6	8	8	5	7	7	7	13	7	4	4	8	5
More parks and green spaces	6	<b>4</b>	3	6	6	5	4	2	6	8	6	1	3	3	6
Better local schools	7	<b>6</b>	8	7	3	6	7	6	6	4	7	5	7	5	7
Better broadband and IT infrastructure	16	<b>12</b>	12	12	16	16	12	14	10	5	12	12	16	12	11
Good employment prospects	30	<b>25</b>	31	23	12	22	29	25	25	28	22	23	31	26	25
Better housing	10	<b>11</b>	9	10	8	9	12	12	10	10	10	11	13	10	12
Facilities for co-working or start-up microbusinesses	15	<b>16</b>	12	20	22	20	14	14	17	17	15	15	16	17	14
Government subsidies to attract new businesses	40	<b>38</b>	40	44	42	49	36	41	36	26	31	42	55	42	33
The relocation of government and civil service jobs to the local area	14	<b>15</b>	18	17	29	20	17	18	13	6	11	20	24	18	13
Something else	4	<b>4</b>	5	2	7	3	4	4	4	1	5	4	3	4	3
Don't know	18	<b>19</b>	15	16	15	12	17	17	21	28	23	19	5	15	25

**Thinking about the idea that your area is part of the levelling up initiative, how does this make you feel? Please tick up to two**

*Tracking column relates to the similar question asked in 2021: 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	<b>10</b>	13	9	9	10	10	8	11	11	11	7	8	12	7
Pleased	47	<b>23</b>	28	22	26	25	26	22	25	16	21	25	31	25	20
Proud	12	<b>3</b>	4	3	3	3	4	2	4	2	3	4	4	3	4
Indifferent	8	<b>25</b>	24	27	22	30	24	28	21	20	26	25	24	27	22
Worried	7	<b>6</b>	5	5	14	6	5	5	7	14	2	6	8	5	7
Suspicious	18	<b>23</b>	18	29	35	29	21	28	18	19	20	23	31	24	22
Angry	1	<b>4</b>	4	4	2	2	5	5	3	3	4	5	4	4	4
None of these	3	<b>12</b>	11	12	9	12	13	10	14	4	14	14	11	10	14
Don't know	12	<b>16</b>	14	12	7	10	12	14	18	29	19	12	7	13	21

Sample Size: 1035 adults in the North and Midlands (Recontact)  
Fieldwork: 5th - 20th September 2022

	Region (1)					Region (2)		Do you think your local area		Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Midlands	North	Generally improved		Generally declined
<b>Weighted Sample</b>	<b>1035</b>	169	339	269	78	180	258	777	86	422	188
<b>Unweighted Sample</b>	<b>1035</b>	192	289	294	65	195	260	775	85	423	193
	%	%	%	%	%	%	%	%	%	%	%

**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	<b>22</b>	18	24	29	18	15	16	24	24	22	23
Better transport links to the rest of the country	22	<b>25</b>	25	26	31	22	15	17	28	24	29	27
A more attractive town centre	25	<b>23</b>	24	26	23	15	21	19	24	15	27	31
More entertainment and cultural provision	7	<b>7</b>	5	9	3	11	6	7	6	16	6	9
More parks and green spaces	6	<b>4</b>	2	4	4	10	5	6	4	7	5	5
Better local schools	7	<b>6</b>	4	7	5	12	7	8	5	5	8	4
Better broadband and IT infrastructure	16	<b>12</b>	11	11	14	15	10	11	12	14	12	12
Good employment prospects	30	<b>25</b>	32	26	18	24	28	26	25	30	28	27
Better housing	10	<b>11</b>	10	11	11	12	9	10	11	15	12	7
Facilities for co-working or start-up microbusinesses	15	<b>16</b>	15	19	14	10	15	13	16	31	13	13
Government subsidies to attract new businesses	40	<b>38</b>	46	40	38	26	36	33	40	40	37	39
The relocation of government and civil service jobs to the local area	14	<b>15</b>	15	16	17	10	14	13	16	18	15	14
Something else	4	<b>4</b>	5	2	4	7	5	5	3	1	5	4
Don't know	18	<b>19</b>	22	15	18	22	24	24	17	10	15	17

**Thinking about the idea that your area is part of the levelling up initiative, how does this make you feel? Please tick up to two**

*Tracking column relates to the similar question asked in 2021: 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	<b>10</b>	8	12	9	12	7	9	10	28	7	10
Pleased	47	<b>23</b>	22	23	27	24	20	21	24	33	20	21
Proud	12	<b>3</b>	6	2	3	0	3	2	3	7	2	2
Indifferent	8	<b>25</b>	21	24	25	28	27	27	24	17	25	27
Worried	7	<b>6</b>	6	6	7	3	5	5	6	6	9	4
Suspicious	18	<b>23</b>	22	27	23	20	18	19	25	22	28	20
Angry	1	<b>4</b>	2	5	4	6	3	4	4	1	6	3
None of these	3	<b>12</b>	12	12	12	13	10	11	12	6	11	11
Don't know	12	<b>16</b>	21	12	14	16	21	20	15	10	14	20