

YouGov Survey Results

Sample Size: 4882 adults in GB
Fieldwork: 30th November - 13th December 2021

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	4882	1655	1210	439	1811	1933	2373	2509	532	2036	1177	1137	2783	2099	586	1640	1059	1177	420	
Unweighted Sample	4882	1724	1211	449	2065	1959	2077	2805	305	1930	1278	1369	2918	1964	462	1721	1078	1185	436	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about politics, have you heard the term 'levelling up'?

I have heard this being used, and know exactly what it means	26	30	30	35	34	26	31	21	13	21	33	32	31	19	26	28	23	26	24
I have heard this being used, but I'm not completely sure what it means	35	37	37	40	38	35	36	34	30	35	36	36	37	32	37	34	36	34	33
I have heard this being used, but have no idea what it means	15	13	14	17	13	17	15	16	18	15	15	15	13	18	14	15	16	15	16
I have never heard this being used	24	20	18	8	14	22	19	29	39	29	17	16	19	31	22	22	26	25	27

The Government has plans to use a 'levelling up' fund to target investment in certain communities around the UK.

How closely are you following this story?

Very closely	9	7	15	14	14	7	12	6	8	7	11	11	11	6	11	8	9	11	7
Not very closely	26	31	28	33	33	26	29	23	19	23	29	32	31	21	27	29	23	25	24
I am aware of the story but not following it	26	29	25	29	27	28	29	24	19	25	30	28	27	25	23	26	29	25	28
I am not aware of the story	32	30	28	21	23	34	25	39	38	37	27	26	27	39	29	32	34	33	35
Don't know	6	3	3	2	3	4	5	7	17	8	3	2	5	9	9	6	6	6	5

Do you think 'levelling up' spending will lead to more or less money being spent in the area you live in, or will it make no difference?

More money	7	10	7	4	6	8	8	6	9	7	6	8	8	6	5	5	8	11	7
No difference	44	45	47	54	51	43	48	40	34	41	47	50	47	39	35	41	47	45	52
Less money	18	19	21	23	21	18	21	15	14	18	21	17	19	16	28	22	13	13	11
Don't know	31	27	25	20	22	31	24	39	43	35	27	25	26	38	32	32	32	30	30

YouGov Survey Results

Sample Size: 4882 adults in GB
Fieldwork: 30th November - 13th December 2021

	Region lived											
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Weighted Sample	4882	202	531	444	378	433	489	586	699	452	249	420
Unweighted Sample	4882	201	551	433	382	431	497	462	748	476	265	436
	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about politics, have you heard the term 'levelling up'?

I have heard this being used, and know exactly what it means	26	26	27	25	20	23	28	26	27	29	26	24
I have heard this being used, but I'm not completely sure what it means	35	36	35	32	36	36	32	37	37	34	34	33
I have heard this being used, but have no idea what it means	15	15	14	18	18	15	17	14	14	16	16	16
I have never heard this being used	24	23	25	25	26	26	24	22	22	21	25	27

The Government has plans to use a 'levelling up' fund to target investment in certain communities around the UK.

How closely are you following this story?

Very closely	9	13	12	9	10	7	7	11	9	7	9	7
Not very closely	26	26	25	25	20	24	28	27	29	31	28	24
I am aware of the story but not following it	26	25	25	25	28	29	25	23	26	26	29	28
I am not aware of the story	32	30	32	35	38	33	33	29	31	31	28	35
Don't know	6	6	6	6	4	7	7	9	6	6	6	5

Do you think 'levelling up' spending will lead to more or less money being spent in the area you live in, or will it make no difference?

More money	7	12	12	10	7	9	6	5	3	5	7	7
No difference	44	43	47	44	46	47	43	35	38	44	47	52
Less money	18	14	13	14	11	13	17	28	25	23	17	11
Don't know	31	31	28	32	36	31	35	32	33	28	28	30

Sample Size: 4882 adults in GB
Fieldwork: 30th November - 13th December 2021

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4882	1655	1210	439	1811	1933	2373	2509	532	2036	1177	1137	2783	2099	586	1640	1059	1177	420
Unweighted Sample	4882	1724	1211	449	2065	1959	2077	2805	305	1930	1278	1369	2918	1964	462	1721	1078	1185	436
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the current amount of money the Government spends in your local area is higher or lower than it should be, or is it about right?

Too high	2	2	1	1	1	2	2	1	3	2	1	1	2	1	4	1	1	1	2
About right	17	23	14	19	16	18	19	14	24	16	14	17	19	13	23	20	16	10	14
Too low	50	47	61	54	58	52	52	49	32	47	58	57	51	49	36	46	52	61	52
Don't know	32	28	24	25	25	29	27	36	41	35	27	26	27	37	37	33	31	27	32

When deciding which areas to prioritise for "levelling up" spending, which of the following do you think the Government should prioritise? Please tick all that apply.

Areas with poor transport links	43	45	48	58	52	43	44	42	33	37	49	53	46	39	43	43	41	45	44
Areas with high poverty	60	56	75	73	73	55	57	62	50	57	64	65	63	56	59	60	57	61	64
Areas with mostly low wage jobs	46	47	56	50	55	46	44	48	27	41	55	55	47	45	42	46	46	48	46
Areas with low levels of education	49	49	60	59	60	46	46	51	37	46	53	54	53	43	49	49	48	50	47
Areas with high unemployment	56	59	66	64	66	56	56	57	44	51	61	66	59	52	54	56	54	59	57
Areas with high levels of crime	45	48	51	48	49	45	43	47	38	44	47	49	46	44	46	46	43	47	39
Areas with a high number of empty houses	26	26	30	24	28	27	24	27	16	22	30	31	24	27	25	25	25	26	29
Some other reason	5	5	5	4	5	5	6	4	5	5	6	4	5	5	4	5	4	4	6
Don't know	19	15	12	10	11	18	18	20	28	23	14	13	15	24	20	19	20	18	18

Sample Size: 4882 adults in GB
Fieldwork: 30th November - 13th December 2021

	Region lived											
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Weighted Sample	4882	202	531	444	378	433	489	586	699	452	249	420
Unweighted Sample	4882	201	551	433	382	431	497	462	748	476	265	436
	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the current amount of money the Government spends in your local area is higher or lower than it should be, or is it about right?

Too high	2	0	1	2	1	1	2	4	1	1	2	2
About right	17	8	9	12	15	18	20	23	22	16	14	14
Too low	50	66	65	55	50	52	42	36	43	54	55	52
Don't know	32	27	25	31	35	29	36	37	33	29	28	32

When deciding which areas to prioritise for "levelling up" spending, which of the following do you think the Government should prioritise? Please tick all that apply.

Areas with poor transport links	43	46	47	43	40	39	42	43	42	45	48	44
Areas with high poverty	60	60	64	57	54	53	59	59	62	59	66	64
Areas with mostly low wage jobs	46	49	52	43	39	48	42	42	47	49	51	46
Areas with low levels of education	49	45	53	48	46	47	48	49	51	46	53	47
Areas with high unemployment	56	62	60	56	50	56	57	54	58	52	57	57
Areas with high levels of crime	45	48	46	48	43	43	45	46	50	43	44	39
Areas with a high number of empty houses	26	27	25	26	23	24	24	25	26	23	31	29
Some other reason	5	7	5	3	4	4	5	4	5	6	5	6
Don't know	19	20	15	21	23	20	20	20	17	19	17	18