

## YouGov / SEETEC Survey Results

Sample Size: 1496 adults in England  
Fieldwork: 12th - 15th November 2021

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region				Heard of the phrase 'Levelling Up'?			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands	North	Yes	No	Don't know
<b>Weighted Sample</b>	<b>1496</b>	<b>534</b>	<b>383</b>	<b>142</b>	<b>543</b>	<b>610</b>	<b>732</b>	<b>764</b>	<b>163</b>	<b>628</b>	<b>358</b>	<b>347</b>	<b>868</b>	<b>628</b>	<b>208</b>	<b>585</b>	<b>287</b>	<b>416</b>	<b>923</b>	<b>471</b>	<b>102</b>
<b>Unweighted Sample</b>	<b>1496</b>	<b>544</b>	<b>383</b>	<b>137</b>	<b>573</b>	<b>645</b>	<b>663</b>	<b>833</b>	<b>114</b>	<b>571</b>	<b>376</b>	<b>435</b>	<b>900</b>	<b>596</b>	<b>142</b>	<b>627</b>	<b>301</b>	<b>426</b>	<b>961</b>	<b>444</b>	<b>91</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Before taking this survey, had you heard of the phrase 'Levelling Up'?

Yes	<b>62</b>	64	68	87	76	58	69	54	50	59	69	66	68	53	63	64	55	63	100	0	0
No	<b>31</b>	31	25	11	20	36	25	38	35	35	26	29	27	38	34	31	37	27	0	100	0
Don't know	<b>7</b>	5	6	2	4	5	6	8	16	6	6	5	5	9	4	6	8	9	0	0	100

For the following questions, 'Levelling Up' refers to the Government's intention to reduce economic and social inequalities between different places.

Which of the following, if any, do you think are most important for the Government to prioritise when Levelling Up?  
Please choose up to three.

Improve public health and wellbeing across all regions	<b>46</b>	44	57	53	52	44	39	53	46	39	52	54	47	44	47	48	47	43	51	40	31
Improve quality of life	<b>38</b>	36	45	42	42	38	38	38	33	38	44	34	38	38	42	36	37	40	41	35	24
Increase job opportunities	<b>37</b>	36	41	45	39	38	35	39	39	35	38	41	40	33	40	37	38	37	43	31	18
Improve the economic productivity of a region	<b>30</b>	37	28	39	36	31	33	26	20	22	37	40	34	23	30	30	28	30	37	19	14
Increase skills/qualifications of residents	<b>23</b>	28	18	38	26	25	24	22	14	20	25	30	25	20	26	23	24	20	27	17	11
Increase disposable household income	<b>20</b>	19	23	21	20	20	18	21	18	22	23	14	19	21	12	22	22	20	20	20	13
Stimulate wage growth	<b>19</b>	18	19	15	18	19	19	18	21	23	16	12	19	19	23	19	16	18	20	18	8
Increase powers to councils to run services	<b>9</b>	9	12	13	11	10	8	10	5	8	10	13	10	8	7	8	10	12	10	9	5
Increase research and development opportunities	<b>8</b>	9	7	6	8	8	9	6	5	7	8	11	8	7	6	9	8	6	8	7	5
Other [See Tab 1]	<b>3</b>	3	3	5	5	2	4	2	1	3	4	3	4	2	2	4	2	3	4	2	2
Don't know	<b>16</b>	12	11	4	10	15	16	16	24	20	9	11	12	21	17	15	16	16	7	26	49

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<b>Unweighted Sample</b>	1496	544	383	137	573	645	663	833	114	571	376	435	900	596	142	627	301	426	961	444	91	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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And thinking specifically about 'Levelling up' in local communities in England, which one, if any, of the following is the most important priority for additional funding?

Skills training opportunities for those leaving school (16+)	<b>10</b>	14	6	10	10	12	10	11	13	8	9	16	9	12	10	10	15	9	12	7	8
Increase funding for local businesses	<b>2</b>	3	1	2	2	3	3	2	1	2	3	3	2	2	2	3	1	2	2	2	2
Increase access to employment opportunities	<b>15</b>	15	19	23	19	14	15	14	9	15	15	17	18	10	22	16	10	14	19	10	3
Increase powers and funding to councils to spend on community services	<b>8</b>	6	14	14	12	7	8	8	3	9	10	9	9	8	8	7	9	10	11	5	2
Increase public transport	<b>6</b>	6	7	7	6	6	7	4	6	5	6	6	7	4	4	6	4	7	7	3	4
Introduce more measures to stimulate wage growth	<b>9</b>	8	9	6	7	7	8	9	16	10	8	3	8	9	11	8	10	8	8	12	4
Increase access to adult social care support	<b>7</b>	7	8	5	5	9	6	9	8	7	7	9	7	8	4	7	11	7	7	9	3
Fund local crime and anti-social behaviour initiatives	<b>7</b>	10	5	7	6	10	7	8	7	4	12	8	8	7	5	8	5	10	6	9	11
Fund regional renewable energy sources	<b>7</b>	5	10	12	10	5	8	6	8	8	6	6	7	6	7	7	8	7	8	5	6
Targeted short-term regional funding for a social and economic recovery from COVID-19	<b>5</b>	5	7	4	6	5	4	6	1	6	7	4	6	4	5	5	6	5	6	4	2
Other [See Tab 2]	<b>2</b>	2	1	3	2	2	2	2	0	2	2	2	2	2	2	2	1	2	2	1	1
Don't know	<b>21</b>	20	14	7	15	20	21	21	27	25	16	17	17	27	19	22	22	20	12	33	55

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

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As part of the 'Levelling Up' agenda, which one, if any, of the following areas should the Government target to deliver a more highly skilled workforce in England?

Apprenticeships focused on industry need	21	29	18	21	17	29	22	21	16	14	25	33	22	20	19	22	19	23	25	17	10
Traineeships focused on direct job opportunities	13	15	14	17	14	15	11	16	8	13	12	18	15	11	11	14	13	13	15	11	11
An employer incentive scheme for workforce development	7	7	8	6	9	7	9	6	4	9	6	7	7	8	4	7	13	6	8	8	1
New technical education centres to drive competitiveness	6	7	4	5	6	5	8	3	8	5	6	5	5	6	7	7	3	5	7	3	1
Courses to address short-term skills pressures in the country	7	9	6	5	7	8	5	8	4	6	9	7	8	5	4	7	7	7	8	5	7
A personal tax incentive to reskill and/or upskill	4	4	5	4	5	3	5	3	5	5	4	2	5	3	2	5	5	4	4	5	2
Provide college and independent providers equal access to funding	3	3	5	2	4	2	2	4	6	3	4	1	3	4	5	2	5	3	3	3	8
Give more responsibility to Local Governments for post-16 educational attainment	2	1	2	2	1	3	2	2	3	2	2	3	2	3	2	2	1	3	2	3	0
Provide funding to support career break retraining opportunities	6	4	10	9	7	4	6	6	10	8	5	3	6	6	10	7	4	5	6	7	3
Allow more access to employers to co-design qualifications with education officials	5	5	7	9	8	4	5	5	4	5	8	4	6	5	9	4	5	5	6	4	3
Other [See Tab 3]	1	0	2	3	2	0	1	1	0	1	2	1	2	1	1	2	1	1	2	0	1
Don't know	24	17	19	16	19	20	24	24	32	30	15	17	20	29	26	22	24	25	14	35	54

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

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One of the aims of the Levelling Up agenda is to extend opportunity and prosperity across England. Thinking about your region, which of the following policies, if any, would be most effective in achieving this?

Please choose up to three.

Work with employers to develop sector-specific employment support schemes to address labour shortages	<b>28</b>	34	27	33	33	30	27	29	17	23	35	35	32	23	28	30	29	25	33	20	17
Increase support for the long-term unemployed to find work	<b>27</b>	25	33	34	30	27	24	29	20	26	29	29	27	26	26	25	25	30	30	22	18
Focus on reskilling opportunities	<b>24</b>	28	23	29	26	25	23	24	16	21	23	32	24	23	23	27	21	21	27	19	15
Increase incentives for employers to provide more in-work progression	<b>16</b>	16	16	18	19	15	16	16	13	19	14	13	18	14	12	17	18	15	17	16	8
Provide access to a new combined skills and employment support scheme	<b>16</b>	17	20	18	19	18	14	17	14	13	20	17	16	16	18	14	21	14	18	13	8
Encourage entrepreneurship and innovation	<b>14</b>	17	10	21	15	13	16	11	14	12	17	14	16	10	16	16	11	11	17	9	5
Increase support to disabled people to find work	<b>13</b>	13	13	18	14	13	11	15	11	12	13	16	14	12	7	12	17	16	14	13	5
Give more powers to Local Government to run combined skills and employability schemes	<b>12</b>	10	15	15	14	10	11	13	15	10	12	15	13	10	12	10	13	14	14	9	12
Fund training in the use of digital tools to improve access to home working opportunities	<b>11</b>	9	16	6	12	11	10	12	9	12	11	9	12	9	11	9	12	12	11	10	9
Work with employers to fund technology to enhance accessibility in the workplace	<b>10</b>	10	12	16	11	11	11	10	9	9	10	13	11	10	9	10	9	13	12	8	6
Promote self-employment opportunities	<b>9</b>	9	6	10	6	9	10	8	15	8	9	7	9	8	12	9	6	9	10	7	3
Other [See Tab 4]	<b>2</b>	2	2	5	3	1	2	2	1	2	3	1	2	1	2	2	1	2	3	1	0
Don't know	<b>23</b>	19	17	11	16	22	23	23	30	28	16	16	18	29	25	22	23	22	13	34	54