

# Levelling Up Poll

**Fieldwork:** 16th Nov - 22nd Nov 2021  
**Interview method:** Online Survey  
**Population represented:** GB Adults  
**Sample size:** 2007

## **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride ([seb@publicfirst.co.uk](mailto:seb@publicfirst.co.uk))

**List of Tables**

1	Which do you think are the most important issues facing the country at this time? Please tick up to three . . . . .	6
2	Which of the following political parties would you NEVER vote for?Select all which you would NEVER vote for . . . . .	9
3	Do you think the town, city or village where you live is more or less affluent than average?Please think about the town, city or village nearest to you if you do not live in one . . . . .	12
4	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The number of good jobs . . . . .	15
5	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Opportunities for young people . . . . .	18
6	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The quality of housing . . . . .	21
7	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good schools . . . . .	24
8	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good quality healthcare . . . . .	27
9	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: The quality of public transport . . . . .	30
10	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Levels of crime . . . . .	33
11	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Access to good shops . . . . .	36
12	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Internet availability and speed . . . . .	39
13	Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?: Things to do and leisure activities . . . . .	42
14	How proud, or not, are you to be from the town, city or village you live in? . . . . .	45
15	To what extent do you agree or disagree with the following statement: "Most people in my area are proud of the area" ? . . . . .	48
16	What things do you think most help foster pride in your local town, city or village?Please select up to three . . . . .	51
17	Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago?If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 10 years ago . . . . .	54
18	Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago?If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 20 years ago . . . . .	57
19	Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago?If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 50 years ago . . . . .	60
20	You said that you thought civic pride had declined in your local area. Which of the following reasons best explains why Please select up to three . . . . .	63
21	Compared to ten years ago, do you think the town, city or village where you live is a better or worse place to live?If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard . . . . .	66
22	You said that you thought your town, city or village was a better place to live compared to ten years before. Which of the following best explains why?Please select up to three . . . . .	69

23 You said that you thought your town, city or village was a worse place to live compared to ten years ago. Which of the following best explains why?Please select up to three . . . . . 72

24 Compared to 20 years ago, do you think the town, city or village where you live is a better place to liveIf you have not lived in the town long enough to know, answer on the basis of what you have seen and heard . . . . . 75

25 Thinking about your nearest high street specifically - the place nearest to you with a significant number of shops and retail outlets - would you say that your local high street has gotten better or worse in the last ten years? . . . . . 78

26 You said that your nearest high street has gotten worse in the last ten years. Which of the following reasons best explains how the high street has gotten worse?Select up to three . . . . . 81

27 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A local newspaper 84

28 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A museum . . . 87

29 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A theatre . . . . 90

30 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A railway station 93

31 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A library . . . . 96

32 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Lots of flowers / greenery in public spaces during summer . . . . . 99

33 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high-quality amateur / non-league football club . . . . . 102

34 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A professional football club . . . . . 105

35 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Historic pubs . . 108

36 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A leisure centre / swimming pool . . . . . 111

37 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A regular market114

38 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An annual event like a carnival, fun fair or market . . . . . 117

39 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A village / town hall that local people can hire . . . . . 120

40 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A park / large green space . . . . . 123

41 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An orchestra / big band . . . . . 126

42 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high quality football pitch for hire . . . . . 129

43 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A war memorial 132

44 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A historic monument . . . . . 135

45 For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A town square / large outdoor shared space for events . . . . . 138

46 How easy or hard is it to get up-to-date news on what’s going on in your local town, city or village? . . . . . 141

47 Which of the following sources do you rely on most for news about what’s going on in your local town, city or village?Please select up to three . . . . . 144

48 Thinking back 20 years, which of the following sources did you rely on most for news on your local town, city or village? If you have moved in the last 20 years, please answer by thinking about where you lived 20 years agoPlease select up to three . . . . . 147

49 Which of the following is most important in how you identify personally?Please select up to three . . . . . 150

50 Now thinking just about your local identity - where you feel you come from - which of the following is most important in how you think about your local identity?Please select one. . . . . 153

51 Do local people in your area have a distinctive accent, different from those in other parts of the country? . . . . . 156

52 Thinking about the statues and monuments in your local town, city or village - which are designed to commemorate historic people or events - which one of the following comes closest to your view? . . . . . 158

53 Has the town, city or village where you live gotten better or worse as a result of Covid and the series of lockdowns, or has it not been affected? . . . . . 161

54 You said the place where you live had been negatively affected by Covid and the series of lockdowns. Which of the following best explains how?Please select up to three . . . . . 164

55 You said the place where you live had been positively affected by Covid and the series of lockdowns. Which of the following best explains how?Please select up to three . . . . . 167

56 Since Covid arrived in the UK and the first lockdown, has your lifestyle changed in any of the following ways?Tick all that apply . . . . . 170

57 On average, how often do you do the following?: Go to a local park or playground . . . . . 173

58 On average, how often do you do the following?: Use local leisure facilities (swimming pool, tennis courts, leisure centre) . . . . . 176

59 On average, how often do you do the following?: Shop on your local high street . . . . . 179

60 On average, how often do you do the following?: Eat out at a restaurant . . . . . 182

61 On average, how often do you do the following?: Go to a local theatre . . . . . 185

62 On average, how often do you do the following?: Go to a local cinema . . . . . 188

63 On average, how often do you do the following?: Go to a local museum . . . . . 191

64 On average, how often do you do the following?: Enjoy a local area of natural beauty (coast, forest, moor etc) . . . . . 194

65 Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local parks and playgrounds . . . . . 197

66 Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local leisure facilities (swimming pool, tennis courts, leisure centre) . . . . . 200

67 Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local high street . . . . . 203

68 Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local restaurants . . . . . 206

69 Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local theatre . . . . . 209

70 Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local cinema . . . . . 212

71 Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local museum . . . . . 215

72 Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Enjoy a local area of natural beauty (coast, forest, moor etc) . . . . . 218

73 Overall, how connected or disconnected do you feel to the other people in your local community? . . . . . 221

74 And would you say that you trust or distrust the average person in your local community? . . . . . 224

75 And overall, how satisfied are you with the progress of your career? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'. . . . . 227

76 Which, if any, of the following best describes your type of work? . . . . . 230

77 Which of these best describe the location you currently live in? . . . . . 233

78 Why did you initially move away from home?Select any which apply . . . . . 236

79 How much easier or harder do you think it would be for you to personally find a better paid job if you lived elsewhere in the UK? . . . . . 239

80 How likely or unlikely do you think it is that in the next ten years you will move to a different part of the UK for a job? . . . . . 242

81 If it was possible to do your job while working completely remotely for the long term, how likely or unlikely do you think it is that you would choose to move to a different part of the UK? . . . . . 245

82 Do you think it would be easier or more difficult for a young person to find a good job in your area compared to other parts of the UK? . . . . . 248

83 How fair or unfair do you think it is for a young person to have to move to find a good job? . . . . . 251

84 If you had to choose, which of the following do you think it is most important for the Government to prioritise? . . . . . 254

85 A focus of the current Government is “levelling up” - looking at different ways to improve the economy of growth and quality of life in areas outside London and the South East. Before taking this survey, how familiar were you with the phrase ‘Levelling Up’? . . . . . 257

86 Overall, do you think your own local area needs leveling up? . . . . . 260

87 To the best of your knowledge, which of the following regions are most in need of levelling up in the UK?Please select up to three . . . . . 262

88 Thinking about England only, to the best of your knowledge, which of the following types of places are most in need of levelling up? Select up to three . . 265

89 Thinking about the sorts of things the Government might do to help level-up the country, what types of policies do you think would be best for them to focus on? Select up to three . . . . . 268

90 If the Government had a fund to spend on improving the lives of local kids outside of their school lives, which of the following do you think the Government should prioritise? Select up to three . . . . . 271

91 How confident or unconfident, are you that the Government will be able to successfully help level up areas in the UK in the next ten years? . . . . . 274

92 If you had to choose, which of the following is the most important thing a ‘levelling up strategy’ should aim for? . . . . . 277

93 Which of the following areas, if any, do you think it is most important for the Government to prioritise as part of efforts to “level up” areas of the country?Please select up to three . . . . . 280

94 Looking at the following options for policies to “level up” local areas by encouraging business investment outside London and the South East, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 283

95 Looking at the following options for policies to “level up” local areas by helping businesses grow, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 286

96 Looking at the following options for policies to “level up” local areas by creating more or better jobs, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 289

97 Looking at the following options for policies to “level up” local areas by increasing the quantity and quality of housing, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 292

98 Looking at the following options for policies to “level up” local areas by improving the high street, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 295

99 Looking at the following options for policies to “level up” local areas by giving local government more power, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 298

100 Looking at the following options for policies to “level up” local areas by tackling crime and anti-social behaviour, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 301

101 Looking at the following options for policies to “level up” local areas by improving local schooling and education, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 304

102 Looking at the following options for policies to “level up” local areas by improving local universities and training, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 307

103 Looking at the following options for policies to “level up” local areas by improving transport links, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 310

104 Looking at the following options for policies to “level up” local areas by supporting local culture and health, which would you be MOST supportive of the Government implementing?Please select up to three of the following . . . . . 313

(1.A) Which do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHl)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Britain leaving the EU	25%	27%	26%	25%	20%	25%	24%	22%	25%	28%	33%	20%	16%	25%	36%	31%	29%
Levels of crime	19%	33%	19%	14%	19%	17%	26%	15%	20%	22%	7%	9%	21%	21%	14%	21%	28%
Quality of and access to schools / universities	7%	10%	6%	7%	6%	9%	5%	6%	6%	6%	6%	4%	3%	5%	8%	16%	14%
Quality of the NHS	53%	40%	51%	61%	59%	60%	46%	53%	53%	53%	59%	63%	51%	52%	57%	52%	56%
Availability of housing	16%	26%	15%	16%	14%	13%	17%	12%	14%	15%	13%	19%	17%	18%	15%	14%	19%
Levels of immigration	28%	20%	29%	31%	33%	21%	32%	35%	32%	29%	28%	24%	39%	28%	21%	15%	11%
Access to good pensions	6%	6%	7%	4%	5%	7%	5%	4%	8%	7%	5%	7%	6%	6%	5%	5%	11%
Level of taxation	11%	14%	10%	9%	9%	15%	9%	8%	8%	6%	15%	11%	13%	10%	10%	10%	12%
State of the economy	39%	32%	39%	38%	41%	38%	37%	40%	39%	41%	43%	41%	34%	40%	43%	43%	28%
Threat of climate change	37%	29%	41%	43%	43%	32%	34%	37%	26%	36%	41%	39%	30%	35%	45%	44%	39%
Quality / cost of public transport	7%	8%	8%	6%	4%	9%	10%	7%	7%	6%	3%	5%	7%	6%	7%	8%	9%
Number of people on welfare	11%	8%	7%	9%	13%	14%	15%	9%	10%	12%	13%	13%	12%	9%	10%	12%	14%
Threat of terrorism	22%	21%	25%	20%	21%	22%	22%	26%	22%	22%	16%	25%	28%	24%	16%	13%	17%
State of Britain's Armed Forces	3%	4%	5%	5%	0%	0%	1%	4%	3%	2%	4%	3%	3%	3%	3%	5%	0%
None of the above	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%
Don't know	2%	3%	1%	0%	0%	3%	3%	4%	3%	2%	1%	0%	2%	2%	1%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Britain leaving the EU	25%	27%	24%	26%	25%	27%	27%	30%	20%	12%	39%	21%	14%	37%	41%	15%	19%
Levels of crime	19%	21%	18%	31%	21%	17%	17%	16%	17%	21%	17%	21%	21%	20%	12%	24%	21%
Quality of and access to schools / universities	7%	7%	6%	12%	12%	7%	6%	1%	2%	4%	8%	5%	5%	8%	11%	13%	5%
Quality of the NHS	53%	48%	58%	38%	52%	50%	59%	56%	60%	52%	57%	47%	52%	57%	60%	31%	45%
Availability of housing	16%	16%	16%	22%	22%	20%	17%	11%	9%	13%	15%	27%	9%	24%	14%	13%	24%
Levels of immigration	28%	29%	27%	19%	18%	24%	29%	35%	42%	49%	13%	25%	47%	12%	12%	52%	31%
Access to good pensions	6%	5%	6%	6%	3%	6%	4%	10%	6%	7%	5%	5%	6%	5%	6%	9%	6%
Level of taxation	11%	11%	10%	12%	16%	14%	12%	6%	5%	12%	8%	12%	10%	12%	7%	13%	14%
State of the economy	39%	41%	36%	26%	34%	40%	43%	44%	43%	37%	44%	33%	42%	36%	45%	34%	35%
Threat of climate change	37%	36%	37%	32%	33%	34%	37%	43%	40%	31%	45%	30%	30%	42%	52%	33%	29%
Quality / cost of public transport	7%	8%	6%	13%	7%	9%	5%	5%	3%	4%	8%	6%	4%	9%	7%	9%	7%
Number of people on welfare	11%	10%	12%	9%	8%	11%	13%	9%	13%	14%	8%	8%	15%	7%	8%	13%	8%
Threat of terrorism	22%	19%	25%	19%	22%	20%	20%	22%	27%	28%	17%	20%	31%	16%	14%	21%	21%
State of Britain's Armed Forces	3%	4%	2%	4%	4%	2%	2%	2%	4%	3%	3%	2%	4%	3%	3%	3%	2%
None of the above	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	1%
Don't know	2%	1%	2%	3%	3%	2%	0%	1%	1%	1%	1%	4%	1%	0%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(1.C) Which do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Britain leaving the EU	25%	20%	28%	24%	21%	30%	27%	28%	22%	21%	14%	10%	27%	16%	28%	15%	27%
Levels of crime	19%	16%	17%	25%	21%	24%	21%	18%	19%	16%	10%	25%	19%	19%	20%	23%	19%
Quality of and access to schools / universities	7%	9%	5%	6%	5%	8%	7%	7%	6%	4%	10%	3%	7%	5%	7%	3%	7%
Quality of the NHS	53%	53%	57%	51%	50%	44%	54%	51%	57%	61%	58%	49%	53%	53%	53%	54%	53%
Availability of housing	16%	13%	14%	18%	22%	24%	16%	15%	16%	10%	9%	10%	17%	8%	18%	10%	17%
Levels of immigration	28%	24%	26%	31%	32%	19%	31%	28%	31%	32%	36%	65%	24%	40%	25%	49%	25%
Access to good pensions	6%	6%	5%	7%	6%	6%	5%	6%	4%	7%	10%	5%	6%	5%	6%	6%	6%
Level of taxation	11%	11%	10%	12%	10%	12%	10%	14%	8%	7%	14%	8%	11%	11%	10%	9%	11%
State of the economy	39%	44%	44%	33%	33%	37%	40%	35%	38%	45%	35%	35%	39%	47%	37%	43%	38%
Threat of climate change	37%	44%	39%	31%	32%	36%	37%	31%	34%	44%	45%	25%	38%	34%	37%	30%	38%
Quality / cost of public transport	7%	6%	7%	5%	8%	8%	6%	6%	9%	4%	5%	2%	7%	5%	7%	3%	7%
Number of people on welfare	11%	11%	11%	13%	8%	10%	11%	11%	12%	9%	14%	16%	10%	15%	10%	13%	10%
Threat of terrorism	22%	18%	21%	25%	25%	16%	22%	21%	25%	26%	25%	35%	20%	29%	20%	25%	22%
State of Britain's Armed Forces	3%	4%	3%	3%	3%	3%	3%	5%	3%	1%	0%	1%	3%	5%	3%	3%	3%
None of the above	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Don't know	2%	1%	1%	2%	3%	3%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Which of the following political parties would you NEVER vote for? Select all which you would NEVER vote for

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Conservative	30%	27%	27%	31%	25%	25%	23%	28%	28%	33%	46%	38%	26%	28%	34%	35%	43%
Labour	24%	14%	30%	27%	30%	25%	29%	27%	23%	21%	25%	16%	29%	26%	21%	14%	19%
Liberal Democrats	22%	20%	21%	21%	26%	21%	26%	22%	28%	21%	24%	26%	26%	21%	19%	21%	25%
Green Party	26%	21%	26%	28%	26%	27%	30%	26%	28%	24%	37%	20%	30%	26%	25%	18%	28%
Brexit Party	41%	38%	39%	43%	38%	37%	35%	35%	43%	42%	56%	46%	30%	41%	52%	45%	54%
I would not rule out voting for any of the above	16%	20%	15%	14%	15%	20%	18%	24%	15%	18%	7%	11%	19%	17%	14%	17%	17%
Don't Know	8%	9%	9%	7%	7%	9%	12%	4%	17%	6%	5%	11%	11%	8%	5%	7%	4%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Which of the following political parties would you NEVER vote for? Select all which you would NEVER vote for

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Conservative	30%	29%	30%	31%	38%	29%	33%	29%	20%	15%	43%	27%	4%	60%	39%	27%	23%
Labour	24%	24%	24%	11%	10%	17%	23%	34%	45%	41%	16%	11%	49%	5%	17%	39%	11%
Liberal Democrats	22%	25%	20%	15%	12%	22%	22%	29%	32%	35%	16%	13%	35%	18%	6%	52%	12%
Green Party	26%	29%	24%	16%	15%	19%	26%	34%	43%	40%	19%	18%	45%	15%	20%	58%	15%
Brexit Party	41%	45%	36%	40%	35%	36%	41%	48%	45%	23%	62%	27%	30%	54%	62%	3%	28%
I would not rule out voting for any of the above	16%	15%	18%	17%	18%	25%	18%	11%	10%	19%	10%	26%	16%	12%	15%	3%	32%
Don't Know	8%	6%	11%	12%	12%	9%	9%	3%	5%	6%	4%	22%	4%	3%	2%	5%	26%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) Which of the following political parties would you NEVER vote for? Select all which you would NEVER vote for

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Conservative	30%	28%	30%	31%	30%	34%	30%	31%	29%	24%	25%	5%	33%	3%	36%	7%	33%
Labour	24%	27%	25%	21%	22%	12%	28%	18%	27%	37%	31%	54%	21%	52%	18%	33%	23%
Liberal Democrats	22%	24%	19%	24%	23%	19%	21%	15%	26%	31%	28%	42%	20%	34%	20%	33%	21%
Green Party	26%	27%	29%	27%	23%	19%	27%	23%	29%	35%	30%	46%	24%	45%	22%	39%	25%
Brexit Party	41%	50%	45%	32%	34%	40%	44%	39%	37%	42%	41%	14%	44%	36%	42%	26%	43%
I would not rule out voting for any of the above	16%	13%	15%	18%	19%	20%	16%	17%	14%	11%	20%	19%	16%	16%	16%	20%	16%
Don't Know	8%	5%	7%	10%	11%	8%	7%	10%	9%	8%	7%	6%	9%	3%	10%	7%	8%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Do you think the town, city or village where you live is more or less affluent than average? Please think about the town, city or village nearest to you if you do not live in one

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Much more affluent	7%	18%	6%	6%	3%	1%	1%	6%	4%	5%	9%	3%	4%	4%	9%	13%	24%
A little more affluent	22%	25%	33%	27%	25%	22%	20%	20%	6%	13%	21%	13%	15%	22%	25%	30%	36%
About the same	40%	34%	44%	42%	45%	39%	41%	41%	38%	40%	32%	45%	50%	41%	31%	35%	19%
A little less affluent	15%	7%	8%	11%	13%	18%	18%	16%	29%	23%	19%	16%	12%	15%	20%	12%	8%
A lot less affluent	7%	5%	3%	7%	4%	6%	6%	7%	11%	13%	12%	12%	8%	7%	9%	4%	2%
Don't know	10%	11%	7%	8%	11%	14%	13%	10%	12%	6%	7%	11%	11%	11%	7%	6%	11%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Do you think the town, city or village where you live is more or less affluent than average? Please think about the town, city or village nearest to you if you do not live in one

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Much more affluent	7%	9%	4%	10%	7%	8%	6%	4%	5%	4%	9%	5%	6%	6%	19%	0%	3%
A little more affluent	22%	23%	21%	22%	22%	17%	18%	25%	27%	21%	27%	12%	26%	22%	27%	11%	11%
About the same	40%	39%	41%	32%	40%	43%	41%	39%	42%	46%	34%	39%	44%	39%	29%	46%	39%
A little less affluent	15%	15%	14%	12%	15%	12%	15%	19%	17%	14%	16%	15%	14%	17%	11%	11%	16%
A lot less affluent	7%	8%	7%	4%	5%	9%	12%	9%	4%	7%	8%	8%	5%	9%	7%	26%	10%
Don't know	10%	7%	13%	20%	12%	11%	7%	5%	5%	8%	5%	21%	5%	7%	7%	6%	22%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) Do you think the town, city or village where you live is more or less affluent than average? Please think about the town, city or village nearest to you if you do not live in one

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Much more affluent	7%	10%	6%	3%	6%	15%	4%	2%	4%	3%	6%	1%	7%	8%	6%	4%	7%
A little more affluent	22%	34%	21%	15%	15%	19%	21%	19%	23%	26%	25%	15%	23%	34%	19%	24%	22%
About the same	40%	32%	43%	47%	39%	36%	39%	42%	40%	45%	44%	53%	38%	39%	40%	45%	39%
A little less affluent	15%	15%	15%	15%	14%	10%	20%	17%	15%	12%	12%	16%	15%	13%	15%	17%	14%
A lot less affluent	7%	5%	7%	7%	10%	6%	9%	9%	9%	4%	2%	7%	7%	4%	8%	5%	8%
Don't know	10%	4%	8%	12%	15%	12%	7%	11%	9%	10%	12%	7%	10%	3%	11%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The number of good jobs

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	3%	10%	2%	3%	2%	3%	3%	2%	3%	3%	1%	3%	2%	3%	3%	8%	6%
Above average	16%	25%	21%	14%	14%	14%	14%	12%	8%	11%	15%	6%	12%	13%	19%	22%	39%
At about the national average	39%	38%	41%	43%	48%	34%	46%	38%	23%	39%	34%	35%	40%	43%	35%	37%	34%
Below average	25%	13%	24%	28%	19%	29%	21%	25%	48%	27%	33%	38%	27%	26%	27%	22%	6%
Far below average	9%	6%	3%	8%	8%	8%	9%	12%	9%	13%	11%	14%	9%	8%	10%	7%	6%
Don't Know	8%	7%	9%	4%	8%	11%	6%	11%	9%	8%	6%	4%	9%	7%	7%	4%	8%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(4.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The number of good jobs

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	3%	5%	2%	8%	4%	5%	2%	1%	1%	3%	4%	3%	4%	3%	7%	0%	1%
Above average	16%	18%	13%	23%	17%	15%	14%	14%	12%	13%	20%	10%	16%	17%	25%	5%	9%
At about the national average	39%	38%	41%	37%	36%	41%	38%	38%	43%	43%	35%	42%	43%	37%	32%	33%	37%
Below average	25%	25%	25%	18%	28%	23%	25%	30%	26%	25%	25%	26%	25%	27%	21%	26%	30%
Far below average	9%	8%	10%	7%	11%	11%	11%	8%	5%	8%	9%	11%	5%	13%	7%	23%	12%
Don't Know	8%	6%	9%	6%	3%	4%	10%	8%	13%	8%	7%	8%	7%	4%	9%	12%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The number of good jobs

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	3%	5%	2%	3%	4%	8%	2%	4%	1%	2%	1%	1%	4%	5%	3%	2%	4%
Above average	16%	21%	15%	13%	12%	23%	17%	13%	10%	11%	11%	9%	16%	20%	14%	10%	16%
At about the national average	39%	39%	41%	42%	35%	37%	41%	41%	39%	41%	36%	46%	39%	42%	39%	44%	39%
Below average	25%	22%	27%	26%	26%	20%	25%	26%	30%	24%	35%	27%	25%	22%	26%	30%	25%
Far below average	9%	6%	7%	9%	13%	7%	6%	10%	11%	10%	13%	7%	9%	4%	10%	6%	9%
Don't Know	8%	7%	7%	7%	10%	6%	8%	6%	8%	12%	5%	10%	7%	7%	8%	9%	7%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Opportunities for young people

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	3%	11%	2%	3%	1%	0%	1%	2%	0%	2%	2%	5%	2%	2%	4%	8%	12%
Above average	13%	26%	15%	15%	8%	8%	18%	7%	8%	11%	8%	5%	7%	13%	16%	23%	20%
At about the national average	38%	34%	43%	31%	46%	35%	38%	42%	27%	36%	38%	41%	43%	38%	36%	34%	30%
Below average	28%	16%	27%	33%	29%	38%	26%	27%	45%	33%	31%	25%	29%	31%	27%	24%	12%
Far below average	9%	4%	3%	12%	9%	8%	8%	12%	12%	9%	14%	20%	10%	8%	10%	8%	9%
Don't Know	9%	10%	11%	6%	7%	11%	9%	9%	9%	9%	7%	3%	10%	8%	7%	5%	17%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Opportunities for young people

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	3%	5%	2%	7%	4%	6%	2%	1%	0%	2%	4%	3%	3%	3%	7%	0%	1%
Above average	13%	15%	11%	23%	15%	13%	13%	9%	8%	12%	15%	11%	13%	14%	16%	11%	9%
At about the national average	38%	39%	37%	33%	33%	38%	39%	36%	45%	42%	35%	38%	45%	32%	34%	15%	34%
Below average	28%	27%	30%	23%	34%	27%	23%	33%	30%	27%	29%	28%	25%	33%	25%	42%	34%
Far below average	9%	8%	10%	7%	10%	9%	12%	9%	6%	8%	10%	9%	6%	12%	6%	22%	11%
Don't Know	9%	8%	10%	7%	4%	6%	11%	12%	11%	8%	7%	10%	8%	5%	12%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Opportunities for young people

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	3%	5%	3%	2%	3%	8%	3%	4%	0%	2%	0%	1%	4%	5%	3%	2%	3%
Above average	13%	16%	13%	12%	10%	23%	15%	11%	6%	7%	7%	11%	13%	15%	12%	10%	13%
At about the national average	38%	40%	36%	41%	35%	34%	41%	42%	38%	36%	34%	47%	37%	44%	36%	43%	37%
Below average	28%	25%	31%	29%	29%	21%	27%	28%	34%	32%	38%	26%	29%	24%	30%	29%	28%
Far below average	9%	7%	7%	8%	13%	6%	6%	10%	11%	11%	16%	8%	9%	4%	10%	6%	9%
Don't Know	9%	7%	10%	8%	10%	8%	8%	6%	10%	12%	5%	8%	9%	9%	9%	10%	8%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The quality of housing

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	4%	8%	4%	4%	3%	1%	3%	4%	3%	4%	3%	0%	2%	2%	4%	9%	6%
Above average	24%	30%	33%	27%	21%	26%	19%	20%	12%	21%	21%	22%	21%	25%	25%	29%	31%
At about the national average	45%	33%	43%	48%	54%	41%	50%	48%	43%	45%	47%	47%	47%	44%	46%	41%	32%
Below average	18%	20%	13%	17%	16%	19%	20%	14%	30%	19%	20%	20%	18%	20%	17%	16%	18%
Far below average	5%	4%	4%	3%	3%	5%	4%	7%	6%	5%	6%	8%	6%	4%	4%	3%	7%
Don't Know	4%	6%	4%	0%	3%	9%	4%	7%	6%	4%	3%	3%	5%	5%	4%	2%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The quality of housing

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	4%	5%	2%	7%	4%	5%	3%	3%	2%	4%	4%	2%	6%	2%	6%	0%	0%
Above average	24%	26%	23%	25%	21%	18%	19%	29%	33%	25%	26%	18%	29%	23%	33%	13%	15%
At about the national average	45%	43%	47%	32%	38%	46%	48%	49%	52%	48%	44%	45%	47%	42%	46%	44%	45%
Below average	18%	19%	18%	25%	25%	20%	19%	14%	9%	17%	18%	20%	12%	25%	8%	23%	24%
Far below average	5%	4%	5%	5%	8%	7%	5%	2%	1%	4%	4%	7%	3%	6%	2%	15%	7%
Don't Know	4%	4%	5%	6%	4%	4%	6%	3%	4%	3%	4%	8%	3%	2%	5%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The quality of housing

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	4%	6%	3%	2%	3%	7%	2%	2%	3%	3%	4%	3%	4%	7%	3%	3%	4%
Above average	24%	33%	25%	20%	17%	20%	23%	20%	23%	34%	36%	21%	25%	35%	22%	28%	24%
At about the national average	45%	42%	48%	46%	44%	38%	50%	46%	45%	47%	39%	53%	44%	44%	45%	47%	44%
Below average	18%	14%	16%	24%	20%	23%	16%	23%	20%	9%	12%	15%	19%	10%	20%	16%	18%
Far below average	5%	3%	4%	4%	8%	7%	4%	6%	3%	2%	4%	3%	5%	2%	5%	3%	5%
Don't Know	4%	3%	4%	4%	7%	4%	5%	2%	5%	4%	5%	4%	5%	2%	5%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(7.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good schools

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	6%	19%	7%	3%	3%	3%	3%	4%	4%	4%	4%	1%	5%	5%	6%	12%	11%
Above average	28%	29%	30%	34%	26%	26%	27%	23%	20%	26%	34%	19%	25%	29%	28%	30%	41%
At about the national average	46%	40%	48%	51%	50%	45%	45%	51%	46%	48%	39%	48%	48%	46%	47%	42%	31%
Below average	12%	4%	7%	8%	12%	17%	14%	11%	18%	14%	15%	20%	13%	11%	11%	12%	6%
Far below average	2%	2%	2%	1%	2%	3%	1%	2%	3%	3%	2%	5%	3%	2%	3%	1%	0%
Don't Know	6%	5%	7%	3%	6%	7%	9%	9%	9%	5%	5%	6%	7%	6%	5%	3%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good schools

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	6%	7%	5%	13%	8%	6%	5%	4%	3%	5%	7%	5%	7%	6%	10%	0%	2%
Above average	28%	29%	26%	27%	27%	26%	22%	29%	34%	28%	30%	24%	29%	28%	34%	33%	18%
At about the national average	46%	44%	48%	39%	44%	48%	49%	49%	47%	50%	43%	49%	49%	44%	37%	30%	54%
Below average	12%	11%	12%	12%	15%	10%	13%	10%	9%	10%	12%	13%	8%	13%	11%	23%	15%
Far below average	2%	3%	2%	5%	2%	4%	3%	1%	1%	2%	2%	2%	1%	3%	3%	14%	2%
Don't Know	6%	6%	7%	5%	4%	5%	8%	8%	7%	5%	6%	7%	6%	5%	6%	0%	9%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good schools

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	6%	9%	6%	5%	4%	11%	5%	4%	3%	6%	3%	2%	7%	7%	6%	3%	6%
Above average	28%	33%	26%	27%	24%	27%	26%	26%	30%	26%	37%	23%	28%	32%	27%	26%	28%
At about the national average	46%	41%	50%	46%	47%	43%	46%	50%	47%	48%	44%	55%	45%	49%	46%	51%	45%
Below average	12%	10%	10%	13%	13%	12%	12%	13%	11%	10%	9%	12%	11%	6%	13%	10%	12%
Far below average	2%	2%	1%	2%	4%	2%	3%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%
Don't Know	6%	5%	6%	6%	8%	6%	7%	5%	6%	8%	4%	7%	6%	4%	7%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good quality healthcare

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	4%	11%	3%	3%	2%	2%	3%	4%	3%	1%	4%	4%	2%	3%	4%	11%	11%
Above average	22%	31%	26%	21%	13%	16%	22%	22%	15%	21%	24%	17%	18%	21%	23%	30%	36%
At about the national average	52%	40%	52%	54%	63%	51%	53%	51%	55%	56%	52%	51%	55%	55%	53%	42%	39%
Below average	14%	10%	12%	18%	10%	22%	16%	14%	17%	13%	13%	18%	16%	14%	14%	10%	8%
Far below average	4%	3%	5%	2%	7%	4%	2%	4%	5%	5%	5%	5%	4%	4%	4%	6%	2%
Don't Know	4%	5%	3%	0%	4%	4%	3%	6%	5%	4%	2%	5%	5%	4%	3%	2%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good quality healthcare

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	4%	5%	3%	7%	5%	7%	2%	2%	2%	2%	5%	3%	3%	5%	9%	9%	2%
Above average	22%	25%	20%	30%	25%	22%	18%	17%	21%	20%	25%	20%	22%	26%	25%	19%	14%
At about the national average	52%	51%	53%	41%	48%	50%	52%	59%	60%	56%	50%	51%	53%	49%	51%	42%	56%
Below average	14%	13%	15%	11%	15%	15%	15%	16%	12%	15%	13%	15%	15%	13%	11%	30%	16%
Far below average	4%	4%	5%	5%	4%	4%	6%	4%	3%	5%	3%	6%	4%	5%	2%	0%	5%
Don't Know	4%	3%	4%	6%	3%	2%	6%	2%	3%	2%	3%	6%	2%	2%	3%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good quality healthcare

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	4%	6%	4%	3%	2%	8%	3%	3%	2%	2%	6%	1%	5%	5%	4%	1%	4%
Above average	22%	26%	21%	22%	20%	28%	23%	21%	18%	17%	23%	16%	23%	24%	22%	16%	23%
At about the national average	52%	49%	54%	56%	50%	45%	53%	53%	56%	58%	42%	55%	52%	54%	52%	54%	52%
Below average	14%	13%	14%	12%	16%	10%	14%	16%	16%	12%	20%	18%	13%	13%	14%	19%	13%
Far below average	4%	4%	3%	4%	5%	4%	3%	4%	4%	6%	7%	7%	4%	2%	5%	5%	4%
Don't Know	4%	2%	4%	3%	6%	4%	4%	1%	4%	5%	2%	3%	4%	1%	4%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The quality of public transport

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	5%	16%	5%	2%	1%	2%	1%	3%	1%	2%	5%	0%	3%	4%	5%	9%	9%
Above average	23%	41%	24%	18%	12%	18%	21%	18%	20%	22%	18%	19%	20%	21%	22%	32%	36%
At about the national average	41%	30%	45%	42%	44%	29%	46%	47%	47%	42%	40%	45%	46%	43%	35%	38%	31%
Below average	18%	5%	15%	26%	24%	29%	20%	19%	18%	20%	21%	20%	19%	19%	21%	12%	15%
Far below average	9%	1%	8%	11%	16%	11%	7%	9%	10%	10%	13%	11%	8%	9%	13%	6%	5%
Don't Know	4%	6%	3%	1%	3%	10%	4%	4%	5%	5%	3%	4%	5%	4%	4%	3%	4%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The quality of public transport

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	5%	6%	3%	8%	5%	6%	3%	3%	2%	3%	6%	4%	3%	5%	9%	0%	4%
Above average	23%	25%	21%	31%	21%	24%	20%	19%	20%	21%	25%	18%	22%	25%	26%	17%	16%
At about the national average	41%	40%	42%	34%	45%	45%	42%	35%	43%	43%	37%	54%	42%	37%	37%	27%	51%
Below average	18%	18%	19%	16%	18%	14%	21%	26%	17%	18%	20%	15%	20%	20%	17%	27%	16%
Far below average	9%	8%	11%	4%	7%	8%	9%	12%	13%	11%	9%	5%	9%	10%	8%	24%	6%
Don't Know	4%	4%	5%	6%	4%	3%	5%	4%	4%	3%	4%	4%	3%	3%	3%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(9.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
The quality of public transport

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	5%	4%	5%	3%	6%	13%	4%	2%	0%	1%	1%	1%	5%	4%	5%	2%	5%
Above average	23%	26%	23%	21%	20%	32%	26%	23%	17%	12%	11%	20%	23%	25%	22%	20%	23%
At about the national average	41%	37%	41%	44%	43%	36%	46%	48%	42%	36%	33%	45%	40%	39%	41%	43%	41%
Below average	18%	20%	18%	18%	16%	11%	15%	17%	26%	26%	25%	18%	19%	21%	18%	20%	18%
Far below average	9%	10%	9%	8%	9%	4%	5%	6%	9%	21%	27%	12%	9%	8%	9%	12%	9%
Don't Know	4%	2%	4%	4%	6%	4%	4%	5%	5%	4%	3%	3%	4%	2%	5%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Levels of crime

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	5%	13%	3%	2%	4%	3%	4%	4%	6%	4%	4%	4%	4%	5%	5%	9%	11%
Above average	20%	27%	16%	12%	13%	18%	30%	25%	27%	21%	16%	17%	17%	22%	19%	24%	23%
At about the national average	38%	28%	43%	32%	43%	39%	40%	38%	35%	43%	37%	44%	42%	38%	38%	33%	27%
Below average	24%	19%	27%	39%	28%	25%	16%	20%	18%	21%	30%	25%	24%	26%	24%	22%	27%
Far below average	7%	5%	7%	11%	7%	10%	5%	5%	7%	6%	9%	6%	6%	4%	10%	9%	5%
Don't Know	5%	7%	5%	5%	5%	6%	5%	6%	8%	6%	4%	5%	6%	5%	4%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Levels of crime

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	5%	6%	4%	8%	8%	8%	4%	2%	1%	4%	6%	5%	2%	8%	8%	11%	6%
Above average	20%	21%	19%	26%	22%	24%	22%	14%	14%	18%	22%	19%	20%	24%	19%	13%	18%
At about the national average	38%	37%	39%	31%	36%	40%	40%	43%	39%	40%	36%	44%	40%	35%	37%	57%	42%
Below average	24%	25%	24%	18%	22%	17%	21%	30%	34%	28%	24%	20%	28%	23%	25%	15%	19%
Far below average	7%	7%	7%	12%	8%	5%	6%	6%	7%	7%	7%	3%	7%	7%	6%	4%	5%
Don't Know	5%	4%	7%	5%	5%	5%	7%	5%	5%	4%	5%	9%	3%	4%	6%	0%	10%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Levels of crime

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	5%	4%	4%	5%	8%	10%	6%	5%	2%	3%	0%	3%	6%	1%	6%	2%	6%
Above average	20%	18%	20%	22%	22%	31%	22%	21%	13%	10%	15%	18%	20%	21%	20%	23%	20%
At about the national average	38%	37%	40%	36%	38%	35%	41%	48%	40%	29%	23%	39%	38%	39%	38%	37%	38%
Below average	24%	30%	23%	25%	18%	13%	21%	18%	31%	40%	38%	28%	24%	30%	23%	27%	24%
Far below average	7%	7%	7%	6%	7%	5%	5%	4%	6%	14%	18%	8%	7%	7%	7%	7%	7%
Don't Know	5%	3%	6%	6%	7%	6%	4%	4%	7%	5%	5%	4%	5%	2%	6%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good shops

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	5%	16%	4%	4%	2%	2%	3%	4%	8%	4%	4%	3%	4%	4%	6%	10%	11%
Above average	24%	35%	26%	19%	16%	18%	26%	20%	16%	30%	20%	24%	22%	21%	25%	32%	42%
At about the national average	40%	30%	44%	40%	49%	45%	41%	43%	41%	38%	34%	37%	44%	44%	36%	33%	28%
Below average	21%	12%	17%	30%	25%	20%	20%	22%	20%	20%	27%	26%	20%	21%	24%	17%	9%
Far below average	7%	3%	6%	6%	7%	12%	6%	6%	12%	6%	13%	7%	7%	7%	7%	6%	2%
Don't Know	3%	4%	2%	1%	2%	4%	4%	5%	4%	2%	2%	3%	3%	3%	2%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good shops

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	5%	8%	3%	7%	6%	8%	6%	4%	3%	5%	6%	4%	5%	7%	10%	4%	2%
Above average	24%	24%	24%	35%	24%	26%	20%	19%	22%	22%	26%	21%	26%	24%	25%	16%	18%
At about the national average	40%	40%	40%	37%	40%	41%	41%	45%	37%	41%	37%	47%	41%	38%	37%	21%	44%
Below average	21%	19%	22%	14%	18%	14%	23%	24%	29%	21%	21%	18%	20%	21%	20%	28%	24%
Far below average	7%	6%	8%	2%	8%	9%	8%	6%	7%	8%	7%	5%	6%	8%	5%	25%	7%
Don't Know	3%	2%	4%	5%	4%	2%	3%	2%	3%	2%	3%	5%	2%	2%	3%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Access to good shops

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	5%	6%	6%	4%	5%	11%	6%	4%	1%	3%	1%	4%	6%	5%	5%	5%	5%
Above average	24%	27%	25%	23%	20%	34%	25%	22%	20%	13%	20%	19%	25%	29%	23%	20%	25%
At about the national average	40%	38%	38%	43%	41%	33%	43%	46%	42%	37%	39%	44%	39%	39%	40%	43%	39%
Below average	21%	21%	22%	20%	20%	14%	18%	19%	25%	30%	27%	23%	21%	20%	21%	23%	20%
Far below average	7%	6%	6%	7%	9%	4%	5%	7%	8%	13%	11%	8%	7%	5%	7%	6%	7%
Don't Know	3%	2%	3%	3%	4%	3%	3%	1%	4%	3%	2%	3%	3%	1%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Internet availability and speed

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	6%	16%	6%	5%	3%	4%	3%	4%	3%	3%	5%	1%	5%	4%	6%	10%	19%
Above average	24%	31%	25%	23%	24%	22%	25%	20%	22%	19%	28%	27%	23%	25%	24%	31%	26%
At about the national average	52%	43%	54%	51%	54%	48%	57%	53%	58%	57%	52%	47%	53%	54%	51%	46%	43%
Below average	11%	5%	12%	18%	13%	16%	9%	11%	9%	10%	10%	16%	12%	11%	12%	8%	3%
Far below average	3%	2%	0%	1%	3%	3%	1%	4%	1%	5%	4%	6%	2%	2%	4%	3%	1%
Don't Know	4%	5%	3%	3%	3%	7%	6%	7%	7%	5%	2%	3%	5%	4%	4%	2%	7%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(12.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Internet availability and speed

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	6%	8%	3%	9%	7%	8%	5%	3%	3%	5%	7%	4%	6%	5%	11%	0%	4%
Above average	24%	27%	22%	29%	26%	29%	21%	24%	21%	25%	25%	23%	26%	23%	24%	24%	21%
At about the national average	52%	48%	55%	41%	53%	45%	55%	57%	58%	53%	51%	52%	52%	55%	50%	55%	53%
Below average	11%	11%	11%	12%	9%	12%	13%	10%	11%	12%	10%	12%	11%	11%	7%	21%	13%
Far below average	3%	2%	3%	3%	1%	3%	2%	4%	2%	2%	3%	2%	2%	3%	5%	0%	2%
Don't Know	4%	3%	5%	5%	5%	3%	5%	3%	5%	3%	4%	6%	2%	3%	3%	0%	8%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Internet availability and speed

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	6%	7%	4%	7%	5%	12%	5%	6%	1%	3%	4%	3%	6%	7%	5%	4%	6%
Above average	24%	26%	26%	24%	22%	30%	27%	28%	19%	18%	14%	23%	25%	26%	24%	21%	25%
At about the national average	52%	52%	51%	52%	53%	44%	56%	50%	58%	54%	44%	55%	52%	51%	52%	56%	51%
Below average	11%	8%	13%	12%	11%	6%	7%	12%	13%	17%	24%	13%	11%	12%	11%	15%	10%
Far below average	3%	3%	1%	2%	3%	2%	1%	2%	2%	5%	11%	3%	2%	1%	3%	1%	3%
Don't Know	4%	3%	4%	4%	6%	5%	4%	3%	6%	4%	2%	3%	4%	2%	5%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Things to do and leisure activities

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Far above average	5%	15%	4%	5%	2%	0%	1%	4%	2%	4%	6%	3%	3%	4%	5%	10%	22%
Above average	19%	27%	21%	19%	17%	13%	20%	14%	8%	25%	17%	14%	13%	18%	24%	29%	21%
At about the national average	41%	37%	48%	44%	44%	39%	44%	41%	41%	36%	39%	40%	46%	42%	41%	34%	38%
Below average	23%	12%	18%	29%	26%	31%	27%	29%	31%	22%	23%	25%	24%	24%	23%	20%	3%
Far below average	7%	3%	6%	3%	8%	10%	3%	6%	11%	9%	11%	15%	7%	8%	5%	4%	11%
Don't Know	4%	6%	4%	0%	3%	6%	5%	6%	7%	3%	3%	3%	5%	3%	3%	3%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Things to do and leisure activities

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Far above average	5%	6%	4%	8%	6%	6%	5%	3%	3%	3%	6%	4%	5%	4%	9%	11%	2%
Above average	19%	21%	18%	20%	21%	20%	21%	17%	18%	18%	22%	17%	23%	19%	21%	14%	14%
At about the national average	41%	41%	41%	38%	37%	43%	40%	48%	43%	44%	38%	44%	43%	38%	44%	29%	44%
Below average	23%	22%	25%	22%	25%	22%	20%	24%	26%	24%	23%	21%	21%	28%	16%	31%	25%
Far below average	7%	6%	8%	8%	8%	7%	9%	5%	5%	7%	7%	7%	5%	8%	6%	11%	7%
Don't Know	4%	3%	5%	5%	4%	3%	5%	4%	5%	3%	4%	7%	3%	2%	4%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) Thinking more generally, would you say the town, city or village where you live is above average, below average, or at about the national average on the following measures?:  
Things to do and leisure activities

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Far above average	5%	6%	5%	4%	4%	11%	5%	4%	2%	2%	1%	3%	5%	5%	5%	5%	5%
Above average	19%	25%	21%	17%	14%	27%	21%	16%	15%	12%	22%	15%	20%	27%	18%	19%	19%
At about the national average	41%	43%	40%	41%	40%	37%	44%	43%	43%	41%	35%	44%	41%	43%	41%	44%	41%
Below average	23%	19%	24%	27%	24%	16%	22%	28%	27%	28%	28%	25%	23%	19%	24%	22%	23%
Far below average	7%	5%	6%	7%	11%	5%	4%	7%	9%	12%	11%	8%	7%	4%	8%	5%	7%
Don't Know	4%	2%	4%	4%	7%	4%	4%	3%	4%	6%	3%	5%	4%	2%	5%	5%	4%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) How proud, or not, are you to be from the town, city or village you live in?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Very proud	14%	26%	10%	13%	13%	12%	8%	18%	13%	13%	9%	17%	12%	13%	12%	23%	23%
Quite proud	35%	31%	37%	34%	35%	34%	32%	33%	38%	40%	37%	28%	33%	37%	33%	38%	33%
Neither proud, nor not proud	38%	30%	40%	43%	40%	41%	44%	34%	35%	36%	38%	41%	42%	37%	40%	27%	32%
Not very proud	7%	8%	6%	6%	7%	8%	6%	10%	4%	5%	10%	8%	7%	7%	8%	7%	4%
Not proud at all	4%	4%	5%	3%	6%	4%	6%	3%	5%	5%	4%	6%	4%	5%	4%	3%	3%
Don't know	2%	3%	2%	1%	0%	1%	4%	1%	4%	2%	3%	1%	2%	2%	2%	1%	4%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) How proud, or not, are you to be from the town, city or village you live in?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Very proud	14%	16%	12%	23%	13%	18%	10%	11%	13%	14%	16%	8%	16%	14%	16%	10%	9%
Quite proud	35%	33%	36%	32%	32%	36%	32%	37%	38%	36%	35%	27%	40%	32%	33%	27%	28%
Neither proud, nor not proud	38%	37%	38%	31%	36%	31%	43%	43%	42%	36%	38%	45%	34%	39%	37%	40%	44%
Not very proud	7%	7%	7%	6%	12%	8%	7%	5%	4%	7%	7%	9%	7%	8%	7%	14%	7%
Not proud at all	4%	4%	4%	5%	6%	5%	5%	3%	2%	5%	3%	6%	3%	5%	5%	9%	6%
Don't know	2%	2%	2%	3%	2%	1%	3%	2%	1%	1%	1%	5%	1%	1%	2%	0%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.C) How proud, or not, are you to be from the town, city or village you live in?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Very proud	14%	16%	13%	15%	13%	28%	10%	10%	9%	11%	14%	11%	15%	16%	14%	12%	15%
Quite proud	35%	38%	36%	36%	28%	27%	37%	33%	32%	46%	42%	38%	34%	42%	33%	37%	34%
Neither proud, nor not proud	38%	33%	41%	35%	42%	34%	38%	38%	44%	37%	34%	40%	38%	32%	39%	38%	38%
Not very proud	7%	7%	6%	6%	8%	5%	8%	11%	9%	3%	4%	6%	7%	6%	7%	8%	7%
Not proud at all	4%	4%	3%	5%	6%	4%	5%	5%	5%	2%	3%	4%	4%	2%	5%	4%	4%
Don't know	2%	1%	1%	2%	3%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(15.A) To what extent do you agree or disagree with the following statement: "Most people in my area are proud of the area" ?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Strongly agree	11%	17%	6%	11%	8%	7%	9%	13%	9%	12%	11%	12%	9%	10%	10%	16%	20%
Somewhat agree	38%	35%	42%	39%	39%	39%	32%	36%	44%	40%	35%	42%	34%	38%	39%	44%	43%
Neither agree nor disagree	29%	26%	28%	31%	31%	29%	34%	28%	28%	27%	30%	31%	33%	32%	26%	20%	19%
Somewhat disagree	10%	9%	10%	9%	9%	17%	10%	10%	7%	8%	13%	5%	10%	10%	11%	6%	10%
Strongly disagree	4%	3%	4%	2%	2%	3%	3%	6%	4%	3%	4%	6%	4%	3%	3%	6%	0%
Don't know	9%	9%	11%	9%	10%	6%	12%	7%	9%	9%	7%	5%	10%	7%	10%	7%	8%
Total Agree:	49%	52%	48%	50%	48%	46%	41%	50%	52%	53%	46%	53%	43%	48%	49%	61%	63%
Total Disagree:	13%	12%	14%	11%	11%	20%	14%	16%	11%	11%	17%	11%	14%	12%	15%	12%	10%
Net:	36%	40%	34%	39%	37%	26%	27%	34%	41%	42%	29%	43%	29%	36%	34%	49%	53%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) To what extent do you agree or disagree with the following statement: "Most people in my area are proud of the area" ?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Strongly agree	11%	12%	10%	16%	11%	14%	8%	7%	9%	10%	12%	7%	11%	12%	13%	0%	8%
Somewhat agree	38%	37%	39%	39%	39%	36%	32%	42%	41%	38%	41%	30%	43%	37%	40%	39%	29%
Neither agree nor disagree	29%	29%	29%	24%	25%	26%	35%	33%	31%	30%	28%	33%	29%	29%	25%	28%	28%
Somewhat disagree	10%	10%	10%	10%	14%	13%	9%	7%	6%	9%	9%	12%	7%	11%	11%	19%	13%
Strongly disagree	4%	3%	4%	4%	6%	5%	5%	2%	1%	3%	4%	4%	3%	4%	1%	6%	4%
Don't know	9%	9%	9%	6%	6%	6%	11%	10%	13%	10%	7%	14%	7%	6%	10%	8%	18%
Total Agree:	49%	49%	49%	56%	50%	50%	40%	49%	50%	48%	53%	37%	54%	50%	52%	39%	37%
Total Disagree:	13%	13%	13%	14%	20%	18%	14%	8%	7%	12%	12%	17%	10%	15%	12%	25%	18%
Net:	36%	36%	35%	41%	30%	33%	26%	40%	43%	35%	41%	20%	44%	35%	40%	14%	20%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.C) To what extent do you agree or disagree with the following statement: "Most people in my area are proud of the area" ?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Strongly agree	11%	14%	10%	9%	10%	17%	8%	7%	8%	12%	15%	5%	12%	13%	10%	9%	11%
Somewhat agree	38%	42%	40%	38%	31%	36%	36%	33%	37%	49%	43%	42%	37%	45%	36%	41%	38%
Neither agree nor disagree	29%	28%	29%	31%	30%	28%	32%	32%	29%	25%	26%	30%	29%	29%	29%	28%	29%
Somewhat disagree	10%	7%	10%	12%	11%	7%	13%	16%	11%	3%	5%	9%	10%	6%	11%	9%	10%
Strongly disagree	4%	2%	3%	4%	5%	4%	3%	5%	5%	0%	1%	3%	4%	2%	4%	2%	4%
Don't know	9%	7%	9%	6%	13%	8%	9%	7%	10%	11%	9%	10%	9%	5%	10%	11%	8%
Total Agree:	49%	56%	50%	48%	42%	53%	44%	40%	45%	61%	59%	48%	49%	58%	47%	50%	49%
Total Disagree:	13%	9%	12%	16%	16%	11%	16%	21%	17%	3%	6%	12%	13%	8%	15%	11%	14%
Net:	36%	46%	38%	32%	25%	42%	28%	19%	28%	58%	52%	35%	36%	50%	32%	39%	35%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) What things do you think most help foster pride in your local town, city or village? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Our local football club	11%	12%	9%	7%	7%	18%	11%	11%	20%	14%	8%	12%	12%	10%	11%	13%	13%
Our local sports teams besides football	4%	8%	1%	5%	2%	3%	4%	3%	4%	4%	3%	8%	3%	4%	3%	8%	8%
Our other clubs, like local bands	3%	4%	3%	4%	4%	4%	2%	3%	2%	5%	5%	2%	2%	2%	5%	7%	2%
Our local parks and green spaces	36%	30%	41%	43%	41%	26%	34%	34%	28%	33%	37%	43%	34%	38%	37%	33%	26%
Our historic monuments like war memorials	9%	9%	8%	11%	11%	9%	6%	9%	10%	7%	13%	10%	7%	10%	10%	9%	10%
Our historic buildings	20%	13%	22%	23%	21%	22%	16%	29%	22%	22%	20%	13%	17%	20%	23%	23%	27%
Our major festivals, like carnivals, fairs etc	10%	12%	14%	17%	12%	7%	7%	7%	4%	10%	11%	7%	8%	9%	11%	13%	24%
Our museums	8%	13%	6%	5%	5%	6%	8%	4%	7%	9%	12%	2%	5%	7%	6%	13%	11%
Our industrial heritage	13%	10%	5%	11%	9%	17%	17%	22%	29%	14%	13%	17%	12%	15%	12%	16%	6%
Our historic pubs	10%	10%	15%	8%	10%	11%	10%	13%	3%	7%	5%	8%	11%	8%	8%	14%	5%
Our clubs for young people - Scouts, youth clubs etc	6%	9%	6%	6%	4%	5%	7%	5%	8%	6%	7%	10%	6%	7%	6%	8%	11%
Our high street	16%	20%	21%	14%	12%	15%	15%	12%	10%	17%	13%	13%	15%	18%	13%	16%	19%
Our local employers / businesses	12%	12%	12%	16%	13%	14%	12%	13%	11%	11%	6%	12%	11%	13%	11%	15%	10%
Our market	9%	13%	6%	6%	10%	14%	10%	9%	5%	11%	6%	7%	10%	8%	9%	14%	7%
The people who live here	35%	31%	32%	35%	40%	33%	33%	43%	48%	31%	39%	36%	39%	34%	36%	32%	29%
Our libraries	5%	9%	6%	1%	5%	4%	7%	5%	2%	4%	7%	5%	5%	4%	5%	10%	10%
Other (Please Specify)	3%	1%	4%	6%	2%	2%	3%	4%	1%	3%	2%	2%	1%	3%	3%	4%	0%
Don't know	18%	17%	18%	17%	17%	17%	20%	15%	17%	18%	19%	20%	21%	17%	18%	8%	22%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) What things do you think most help foster pride in your local town, city or village? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Our local football club	11%	13%	9%	16%	12%	15%	11%	8%	7%	9%	11%	15%	11%	13%	6%	13%	11%
Our local sports teams besides football	4%	5%	3%	6%	5%	6%	2%	1%	4%	3%	5%	3%	4%	5%	3%	5%	3%
Our other clubs, like local bands	3%	4%	3%	5%	8%	2%	2%	2%	2%	3%	4%	4%	2%	5%	3%	2%	3%
Our local parks and green spaces	36%	32%	39%	23%	31%	32%	36%	40%	48%	37%	39%	26%	41%	32%	38%	29%	27%
Our historic monuments like war memorials	9%	10%	9%	8%	9%	14%	7%	8%	8%	10%	9%	9%	9%	8%	10%	23%	11%
Our historic buildings	20%	20%	21%	20%	18%	21%	21%	17%	23%	20%	21%	16%	20%	21%	24%	19%	19%
Our major festivals, like carnivals, fairs etc	10%	10%	11%	14%	12%	14%	11%	7%	7%	9%	11%	10%	9%	11%	16%	3%	10%
Our museums	8%	7%	8%	11%	7%	9%	7%	6%	6%	6%	9%	6%	6%	9%	9%	4%	7%
Our industrial heritage	13%	15%	12%	11%	17%	14%	12%	15%	11%	14%	14%	7%	14%	18%	7%	16%	8%
Our historic pubs	10%	11%	8%	13%	11%	9%	8%	8%	9%	11%	9%	7%	11%	10%	10%	5%	7%
Our clubs for young people - Scouts, youth clubs etc	6%	7%	6%	11%	8%	8%	6%	4%	3%	6%	7%	5%	6%	8%	6%	7%	4%
Our high street	16%	14%	17%	19%	19%	18%	11%	15%	13%	17%	14%	18%	18%	15%	14%	19%	13%
Our local employers / businesses	12%	12%	12%	15%	14%	12%	13%	9%	10%	11%	13%	10%	14%	12%	12%	12%	9%
Our market	9%	10%	8%	17%	12%	9%	9%	7%	5%	8%	10%	8%	9%	12%	4%	0%	6%
The people who live here	35%	34%	36%	28%	33%	32%	34%	40%	42%	38%	36%	28%	40%	35%	30%	46%	28%
Our libraries	5%	6%	5%	6%	7%	7%	4%	3%	4%	4%	7%	7%	4%	7%	4%	0%	5%
Other (Please Specify)	3%	2%	3%	0%	3%	1%	3%	5%	3%	3%	3%	3%	3%	2%	6%	0%	2%
Don't know	18%	16%	19%	14%	16%	16%	22%	22%	18%	18%	15%	25%	14%	16%	21%	10%	29%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) What things do you think most help foster pride in your local town, city or village? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Our local football club	11%	10%	12%	12%	12%	16%	12%	10%	9%	7%	11%	11%	11%	10%	12%	8%	12%
Our local sports teams besides football	4%	5%	3%	3%	5%	5%	4%	4%	4%	4%	2%	4%	4%	4%	4%	3%	4%
Our other clubs, like local bands	3%	5%	3%	5%	2%	6%	2%	3%	3%	2%	2%	1%	4%	3%	4%	1%	4%
Our local parks and green spaces	36%	42%	34%	36%	30%	28%	38%	32%	40%	39%	42%	43%	35%	41%	34%	42%	35%
Our historic monuments like war memorials	9%	9%	9%	11%	8%	10%	7%	9%	12%	7%	12%	12%	9%	8%	9%	8%	9%
Our historic buildings	20%	22%	20%	23%	16%	23%	18%	22%	21%	17%	21%	19%	20%	22%	20%	19%	20%
Our major festivals, like carnivals, fairs etc	10%	12%	9%	9%	11%	14%	9%	10%	11%	8%	7%	8%	11%	9%	11%	11%	10%
Our museums	8%	7%	7%	10%	7%	15%	7%	6%	5%	2%	4%	3%	8%	7%	8%	8%	8%
Our industrial heritage	13%	12%	13%	15%	14%	13%	16%	15%	12%	10%	9%	14%	13%	11%	14%	13%	13%
Our historic pubs	10%	9%	10%	13%	7%	10%	9%	10%	7%	11%	14%	11%	9%	12%	9%	9%	10%
Our clubs for young people - Scouts, youth clubs etc	6%	7%	4%	8%	7%	8%	5%	7%	6%	5%	9%	3%	7%	7%	6%	4%	7%
Our high street	16%	14%	18%	15%	15%	15%	17%	17%	18%	10%	15%	15%	16%	19%	15%	19%	15%
Our local employers / businesses	12%	14%	13%	8%	11%	15%	11%	13%	10%	11%	12%	11%	12%	15%	11%	14%	12%
Our market	9%	9%	9%	11%	9%	13%	9%	11%	8%	4%	8%	9%	9%	10%	9%	7%	10%
The people who live here	35%	35%	36%	35%	35%	28%	35%	30%	37%	46%	48%	42%	35%	39%	34%	40%	34%
Our libraries	5%	5%	5%	5%	6%	8%	7%	6%	3%	2%	3%	4%	6%	4%	6%	5%	5%
Other (Please Specify)	3%	3%	3%	3%	2%	2%	3%	0%	2%	5%	4%	3%	3%	2%	3%	3%	3%
Don't know	18%	14%	19%	14%	23%	15%	18%	19%	19%	22%	12%	17%	18%	12%	19%	17%	18%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 10 years ago

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Much stronger	6%	14%	2%	4%	4%	5%	4%	7%	5%	5%	3%	6%	3%	5%	4%	15%	12%
A bit stronger	16%	28%	17%	15%	10%	14%	15%	16%	12%	14%	13%	16%	14%	15%	17%	23%	19%
Neither stronger nor weaker	35%	28%	34%	40%	35%	33%	37%	39%	44%	37%	34%	39%	38%	37%	35%	26%	40%
A little weaker	21%	14%	21%	21%	23%	31%	21%	19%	20%	23%	22%	25%	21%	23%	22%	17%	11%
Much weaker	9%	6%	13%	11%	12%	5%	5%	9%	10%	11%	14%	3%	10%	10%	7%	7%	4%
Don't know	12%	11%	12%	11%	16%	11%	18%	9%	9%	10%	13%	11%	13%	10%	14%	11%	14%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 10 years ago

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Much stronger	6%	8%	3%	15%	8%	8%	2%	1%	2%	5%	7%	6%	5%	8%	9%	5%	3%
A bit stronger	16%	17%	16%	24%	22%	18%	14%	12%	11%	14%	19%	15%	18%	18%	14%	13%	10%
Neither stronger nor weaker	35%	36%	35%	24%	24%	40%	38%	40%	43%	38%	35%	33%	37%	31%	37%	37%	38%
A little weaker	21%	21%	21%	16%	23%	15%	24%	26%	24%	21%	23%	18%	22%	24%	19%	13%	19%
Much weaker	9%	7%	11%	6%	12%	8%	10%	10%	8%	12%	7%	8%	9%	8%	9%	22%	9%
Don't know	12%	10%	14%	15%	12%	11%	11%	12%	11%	10%	9%	20%	10%	11%	13%	10%	21%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(17.C) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 10 years ago

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Much stronger	6%	7%	4%	7%	6%	14%	4%	6%	2%	2%	3%	2%	6%	6%	6%	2%	6%
A bit stronger	16%	18%	15%	19%	14%	21%	15%	14%	13%	17%	22%	11%	17%	19%	16%	10%	17%
Neither stronger nor weaker	35%	35%	38%	33%	36%	30%	35%	31%	37%	43%	42%	42%	35%	35%	36%	36%	35%
A little weaker	21%	22%	22%	22%	20%	16%	26%	25%	23%	18%	14%	21%	21%	23%	21%	26%	21%
Much weaker	9%	7%	9%	10%	10%	7%	10%	12%	11%	7%	8%	14%	8%	7%	10%	12%	9%
Don't know	12%	12%	12%	9%	14%	12%	11%	12%	14%	13%	11%	9%	12%	10%	13%	13%	12%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 20 years ago

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Much stronger	6%	13%	3%	6%	5%	9%	2%	8%	2%	5%	5%	4%	4%	5%	5%	11%	11%
A bit stronger	15%	20%	12%	13%	9%	14%	19%	14%	18%	13%	11%	21%	14%	13%	14%	23%	17%
Neither stronger nor weaker	32%	31%	33%	35%	32%	30%	27%	37%	32%	30%	33%	37%	34%	34%	32%	24%	37%
A little weaker	18%	9%	18%	16%	19%	22%	23%	19%	21%	18%	18%	21%	18%	20%	18%	14%	4%
Much weaker	14%	11%	19%	14%	15%	10%	9%	11%	16%	21%	19%	6%	15%	14%	13%	11%	12%
Don't know	15%	16%	15%	16%	18%	15%	20%	11%	10%	13%	15%	11%	14%	13%	17%	17%	19%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 20 years ago

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Much stronger	6%	8%	4%	14%	8%	7%	4%	2%	3%	5%	6%	5%	6%	8%	5%	5%	3%
A bit stronger	15%	16%	13%	20%	16%	19%	12%	11%	12%	14%	16%	13%	15%	17%	20%	9%	11%
Neither stronger nor weaker	32%	34%	31%	26%	29%	32%	38%	34%	33%	35%	32%	31%	34%	31%	30%	31%	32%
A little weaker	18%	16%	19%	15%	18%	13%	16%	21%	23%	17%	20%	15%	18%	18%	16%	18%	18%
Much weaker	14%	13%	16%	7%	14%	15%	16%	19%	14%	16%	13%	13%	16%	12%	14%	21%	14%
Don't know	15%	13%	17%	19%	14%	15%	14%	13%	15%	13%	13%	23%	12%	13%	16%	16%	22%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 20 years ago

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Much stronger	6%	6%	5%	8%	6%	12%	6%	4%	3%	3%	4%	2%	7%	8%	6%	3%	6%
A bit stronger	15%	15%	14%	18%	13%	20%	11%	17%	14%	11%	17%	12%	15%	15%	15%	10%	15%
Neither stronger nor weaker	32%	30%	33%	29%	36%	31%	33%	26%	31%	38%	39%	40%	31%	31%	33%	30%	32%
A little weaker	18%	19%	19%	20%	13%	13%	22%	18%	18%	20%	14%	19%	18%	18%	18%	21%	17%
Much weaker	14%	13%	16%	13%	15%	9%	16%	20%	18%	10%	12%	17%	14%	15%	14%	20%	13%
Don't know	15%	17%	13%	12%	17%	16%	12%	15%	16%	18%	14%	10%	16%	13%	15%	16%	15%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 50 years ago

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Much stronger	10%	16%	7%	6%	11%	10%	9%	11%	9%	8%	6%	15%	9%	12%	8%	12%	7%
A bit stronger	9%	9%	10%	10%	9%	7%	8%	9%	9%	8%	8%	11%	9%	9%	6%	14%	15%
Neither stronger nor weaker	25%	26%	25%	29%	20%	26%	23%	25%	28%	21%	25%	29%	27%	24%	25%	23%	33%
A little weaker	12%	7%	12%	12%	10%	12%	13%	15%	13%	15%	13%	11%	8%	14%	14%	14%	5%
Much weaker	22%	14%	24%	24%	24%	21%	20%	17%	25%	26%	32%	11%	22%	22%	25%	13%	22%
Don't know	23%	26%	22%	18%	26%	23%	27%	23%	15%	22%	16%	23%	24%	21%	23%	23%	18%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 50 years ago

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Much stronger	10%	14%	6%	20%	9%	10%	8%	5%	9%	12%	8%	8%	11%	10%	13%	17%	5%
A bit stronger	9%	9%	9%	12%	11%	10%	7%	6%	7%	8%	9%	9%	9%	10%	11%	3%	9%
Neither stronger nor weaker	25%	26%	24%	24%	24%	29%	29%	20%	23%	23%	27%	26%	24%	27%	22%	32%	25%
A little weaker	12%	11%	13%	8%	15%	11%	12%	14%	12%	13%	13%	9%	11%	14%	8%	6%	12%
Much weaker	22%	20%	24%	11%	19%	20%	24%	29%	26%	23%	22%	20%	24%	18%	25%	30%	20%
Don't know	23%	20%	25%	24%	22%	20%	21%	26%	23%	20%	22%	28%	21%	21%	21%	12%	29%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) Do you think that this pride - which we might call civic pride - is currently stronger, weaker or about the same as it was in your local area 10, 20 and 50 years ago? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard: 50 years ago

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Much stronger	10%	10%	8%	13%	10%	14%	9%	11%	8%	8%	7%	10%	10%	11%	10%	6%	10%
A bit stronger	9%	9%	9%	10%	7%	11%	8%	9%	8%	8%	8%	10%	9%	10%	9%	9%	9%
Neither stronger nor weaker	25%	23%	27%	22%	28%	27%	23%	22%	26%	25%	27%	23%	25%	24%	25%	21%	26%
A little weaker	12%	13%	12%	13%	10%	10%	13%	11%	12%	13%	14%	12%	12%	11%	12%	13%	12%
Much weaker	22%	22%	24%	21%	20%	15%	26%	25%	25%	18%	21%	26%	21%	24%	21%	26%	21%
Don't know	23%	24%	20%	22%	25%	23%	21%	22%	21%	28%	24%	19%	23%	20%	23%	26%	22%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) You said that you thought civic pride had declined in your local area. Which of the following reasons best explains why Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	871	81	140	78	82	68	75	79	45	104	79	40	0	0	209	90	16
Weighted	876	81	126	77	84	71	75	73	38	113	97	41	0	0	206	92	13
Parks and green spaces have got worse	9%	14%	9%	9%	8%	8%	12%	9%	7%	9%	8%	12%	9%	8%	11%	12%	35%
Anti-social behaviour has risen	43%	44%	47%	42%	46%	32%	40%	42%	54%	53%	38%	25%	49%	46%	38%	29%	31%
There is more litter and rubbish around	31%	34%	33%	22%	37%	26%	42%	31%	17%	41%	20%	33%	29%	34%	32%	21%	36%
Festivals have declined	6%	10%	3%	15%	2%	10%	6%	4%	3%	5%	4%	4%	5%	3%	7%	13%	6%
The high street has got worse	40%	24%	51%	39%	43%	37%	37%	33%	38%	43%	47%	31%	46%	39%	35%	40%	27%
Markets have gone	11%	9%	11%	16%	11%	18%	8%	9%	8%	12%	3%	17%	7%	11%	13%	12%	30%
The whole place feels poorer	25%	18%	20%	23%	23%	28%	19%	36%	39%	25%	29%	28%	27%	24%	25%	27%	13%
Local people have moved away	17%	29%	11%	14%	18%	25%	17%	19%	6%	9%	16%	21%	17%	16%	17%	19%	26%
Sports teams and clubs have declined	5%	2%	6%	6%	3%	4%	9%	7%	7%	2%	6%	4%	2%	6%	5%	12%	0%
Local industry has declined	25%	10%	15%	29%	21%	28%	21%	21%	49%	23%	38%	38%	27%	27%	21%	17%	15%
There are fewer local jobs	19%	19%	13%	26%	10%	24%	12%	16%	33%	20%	28%	23%	18%	19%	19%	22%	16%
Monuments have fallen into disrepair	2%	4%	0%	1%	1%	0%	2%	1%	4%	1%	4%	5%	2%	2%	2%	1%	0%
Historic pubs have closed	12%	11%	13%	10%	10%	17%	15%	19%	7%	10%	8%	8%	15%	11%	13%	7%	0%
Excessive or poor quality development has made it less attractive	16%	21%	23%	17%	21%	14%	16%	15%	11%	12%	11%	6%	15%	14%	20%	21%	28%
Historic buildings have deteriorated or been knocked down	8%	8%	8%	10%	3%	5%	12%	7%	6%	7%	8%	7%	6%	7%	7%	13%	10%
Other, please specify	5%	5%	7%	4%	12%	6%	3%	4%	4%	4%	4%	5%	7%	5%	6%	3%	9%
Don't know	2%	4%	4%	1%	0%	1%	3%	0%	0%	3%	5%	0%	1%	3%	2%	3%	0%

Note:

BASE: Those who say civic pride has declined in their area

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(20.B) You said that you thought civic pride had declined in your local area. Which of the following reasons best explains why Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	871	403	464	73	118	133	173	137	237	367	370	86	350	226	67	14	89
Weighted	876	409	464	86	162	127	155	144	203	358	377	92	333	241	63	12	92
Parks and green spaces have got worse	9%	9%	10%	19%	11%	10%	10%	4%	6%	6%	12%	14%	7%	11%	7%	4%	17%
Anti-social behaviour has risen	43%	40%	46%	37%	47%	45%	50%	39%	39%	43%	42%	49%	43%	42%	35%	33%	52%
There is more litter and rubbish around	31%	29%	33%	28%	24%	21%	30%	43%	38%	34%	31%	27%	33%	32%	31%	49%	28%
Festivals have declined	6%	8%	4%	14%	10%	6%	3%	2%	4%	5%	7%	3%	4%	9%	1%	0%	6%
The high street has got worse	40%	37%	43%	31%	29%	39%	41%	45%	47%	42%	39%	35%	45%	37%	43%	46%	40%
Markets have gone	11%	11%	11%	16%	12%	13%	13%	5%	9%	12%	10%	8%	10%	14%	8%	12%	10%
The whole place feels poorer	25%	23%	26%	30%	34%	29%	27%	17%	18%	23%	25%	37%	19%	30%	19%	33%	40%
Local people have moved away	17%	19%	15%	16%	17%	17%	22%	13%	15%	19%	17%	11%	17%	17%	23%	14%	11%
Sports teams and clubs have declined	5%	6%	4%	3%	11%	3%	5%	4%	4%	4%	7%	6%	6%	2%	3%	0%	5%
Local industry has declined	25%	26%	23%	13%	23%	19%	21%	28%	34%	26%	26%	15%	23%	27%	30%	35%	14%
There are fewer local jobs	19%	19%	19%	25%	22%	21%	17%	13%	19%	18%	20%	21%	18%	22%	9%	28%	14%
Monuments have fallen into disrepair	2%	2%	2%	3%	5%	2%	1%	0%	1%	2%	1%	3%	1%	3%	2%	0%	2%
Historic pubs have closed	12%	14%	10%	13%	9%	14%	11%	13%	11%	13%	11%	10%	13%	10%	13%	9%	12%
Excessive or poor quality development has made it less attractive	16%	16%	16%	21%	10%	15%	14%	20%	18%	17%	17%	11%	18%	13%	19%	22%	11%
Historic buildings have deteriorated or been knocked down	8%	8%	7%	7%	14%	8%	7%	6%	4%	7%	7%	11%	7%	11%	4%	6%	5%
Other, please specify	5%	7%	4%	0%	3%	4%	3%	14%	6%	7%	5%	5%	7%	3%	7%	0%	6%
Don't know	2%	2%	2%	0%	2%	4%	1%	4%	2%	2%	2%	6%	2%	1%	8%	0%	4%

Note:

BASE: Those who say civic pride has declined in their area

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C) You said that you thought civic pride had declined in your local area. Which of the following reasons best explains why Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Ccn	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	871	262	255	152	195	144	256	116	197	110	47	95	776	195	676	135	736
Weighted	876	231	240	199	198	157	251	124	194	106	45	103	773	172	704	132	745
Parks and green spaces have got worse	9%	12%	9%	8%	9%	10%	7%	16%	8%	8%	6%	6%	10%	9%	9%	7%	10%
Anti-social behaviour has risen	43%	35%	42%	47%	51%	42%	49%	53%	39%	32%	31%	49%	42%	41%	44%	39%	44%
There is more litter and rubbish around	31%	30%	35%	29%	31%	30%	35%	32%	28%	34%	25%	34%	31%	36%	30%	31%	31%
Festivals have declined	6%	8%	4%	6%	6%	9%	5%	9%	5%	1%	7%	3%	6%	5%	6%	2%	7%
The high street has got worse	40%	41%	43%	36%	38%	26%	40%	45%	49%	42%	28%	44%	39%	44%	39%	46%	39%
Markets have gone	11%	10%	12%	12%	10%	13%	8%	11%	15%	8%	9%	9%	11%	11%	11%	10%	11%
The whole place feels poorer	25%	21%	23%	28%	32%	39%	24%	30%	23%	11%	14%	18%	26%	18%	27%	16%	27%
Local people have moved away	17%	16%	15%	24%	13%	25%	16%	11%	11%	20%	23%	19%	16%	17%	17%	15%	17%
Sports teams and clubs have declined	5%	2%	6%	9%	2%	6%	5%	3%	4%	4%	13%	4%	5%	5%	5%	4%	5%
Local industry has declined	25%	23%	25%	28%	22%	16%	27%	24%	26%	31%	15%	26%	24%	20%	26%	24%	25%
There are fewer local jobs	19%	16%	18%	20%	23%	14%	18%	15%	26%	20%	27%	23%	19%	14%	21%	25%	18%
Monuments have fallen into disrepair	2%	2%	1%	3%	1%	2%	2%	3%	3%	1%	0%	0%	2%	2%	2%	1%	2%
Historic pubs have closed	12%	11%	12%	8%	14%	6%	14%	10%	9%	17%	20%	14%	11%	12%	12%	15%	11%
Excessive or poor quality development has made it less attractive	16%	21%	17%	7%	18%	18%	15%	10%	17%	18%	22%	14%	16%	19%	15%	20%	15%
Historic buildings have deteriorated or been knocked down	8%	11%	6%	8%	5%	12%	7%	9%	5%	6%	5%	5%	8%	7%	8%	7%	8%
Other, please specify	5%	7%	5%	5%	5%	2%	5%	3%	11%	5%	3%	7%	5%	7%	5%	6%	5%
Don't know	2%	2%	3%	2%	2%	3%	2%	2%	1%	5%	4%	1%	2%	2%	2%	1%	2%

Note:

BASE: Those who say civic pride has declined in their area

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) Compared to ten years ago, do you think the town, city or village where you live is a better or worse place to live? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Much better	7%	19%	7%	4%	2%	6%	6%	9%	3%	7%	3%	4%	5%	6%	8%	15%	16%
A bit better	16%	20%	19%	17%	5%	15%	17%	19%	20%	16%	12%	13%	12%	16%	16%	24%	26%
About the same	39%	31%	33%	42%	46%	43%	41%	38%	39%	40%	40%	40%	42%	37%	42%	30%	38%
A little worse	25%	15%	28%	25%	33%	23%	23%	24%	24%	27%	30%	27%	25%	29%	23%	21%	7%
Much worse	8%	7%	8%	4%	8%	9%	8%	7%	8%	6%	10%	9%	9%	8%	5%	6%	6%
Don't know	5%	8%	5%	7%	6%	4%	5%	4%	6%	3%	5%	7%	7%	4%	5%	5%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) Compared to ten years ago, do you think the town, city or village where you live is a better or worse place to live? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Much better	7%	9%	6%	18%	11%	10%	3%	2%	2%	5%	8%	10%	6%	10%	10%	0%	6%
A bit better	16%	18%	14%	24%	19%	19%	13%	14%	10%	14%	18%	14%	17%	18%	15%	17%	10%
About the same	39%	38%	39%	30%	29%	38%	42%	43%	47%	40%	39%	35%	40%	36%	42%	28%	39%
A little worse	25%	24%	26%	14%	22%	21%	29%	32%	32%	29%	25%	21%	27%	23%	22%	50%	28%
Much worse	8%	7%	8%	6%	10%	8%	10%	6%	6%	8%	7%	9%	7%	8%	7%	4%	7%
Don't know	5%	4%	6%	9%	9%	5%	4%	3%	4%	4%	4%	11%	3%	6%	4%	0%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) Compared to ten years ago, do you think the town, city or village where you live is a better or worse place to live? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Much better	7%	8%	6%	8%	8%	16%	5%	5%	4%	4%	7%	1%	8%	7%	7%	3%	8%
A bit better	16%	21%	15%	18%	11%	20%	15%	12%	14%	16%	19%	11%	17%	21%	15%	10%	17%
About the same	39%	40%	41%	36%	38%	31%	40%	35%	40%	49%	43%	41%	38%	41%	38%	39%	39%
A little worse	25%	23%	27%	25%	25%	17%	28%	31%	29%	23%	23%	34%	24%	25%	25%	37%	23%
Much worse	8%	5%	6%	8%	12%	9%	8%	12%	7%	4%	5%	10%	7%	4%	8%	8%	8%
Don't know	5%	4%	6%	5%	7%	8%	4%	6%	6%	3%	4%	3%	6%	3%	6%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) You said that you thought your town, city or village was a better place to live compared to ten years before. Which of the following best explains why? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	454	102	70	38	14	24	38	51	22	51	27	17	0	0	114	96	21
Weighted	467	111	71	35	14	30	42	45	19	53	29	19	0	0	110	93	19
It is easier to drive around	12%	19%	10%	4%	0%	31%	20%	8%	0%	7%	8%	7%	14%	16%	9%	9%	16%
There are more facilities for local sport	11%	12%	16%	10%	8%	6%	17%	11%	10%	5%	7%	20%	10%	14%	7%	10%	25%
It is more diverse	19%	20%	24%	23%	20%	9%	2%	26%	29%	24%	9%	17%	11%	19%	27%	18%	13%
Schools are better	19%	23%	24%	14%	5%	16%	14%	11%	32%	21%	12%	35%	19%	20%	16%	26%	7%
There are more jobs available	15%	16%	17%	12%	0%	7%	11%	23%	25%	12%	10%	27%	14%	11%	18%	20%	20%
There are more restaurants and cafes	23%	20%	19%	26%	31%	21%	19%	25%	18%	36%	32%	7%	23%	21%	27%	18%	21%
There are more bars and pubs	8%	7%	11%	0%	18%	9%	6%	10%	3%	10%	11%	3%	11%	6%	5%	11%	7%
The high street is better	21%	20%	24%	21%	7%	31%	26%	20%	20%	26%	5%	19%	25%	19%	25%	19%	9%
Public transport is better	22%	22%	20%	17%	8%	19%	30%	18%	27%	20%	29%	35%	17%	18%	20%	35%	22%
Important local services like libraries are more readily available	14%	20%	11%	6%	5%	10%	10%	10%	8%	10%	34%	20%	13%	11%	18%	13%	23%
Good quality housing is more available	28%	29%	24%	27%	40%	40%	24%	22%	44%	25%	39%	17%	29%	30%	25%	26%	41%
There are more big events like markets, festivals etc	15%	13%	12%	17%	11%	20%	10%	29%	10%	10%	23%	16%	13%	14%	16%	14%	28%
Crime / anti-social behaviour has dropped	15%	16%	20%	18%	16%	14%	20%	14%	13%	10%	13%	5%	13%	19%	12%	15%	13%
There are more things to do for families	16%	15%	9%	24%	22%	8%	20%	18%	18%	16%	14%	27%	17%	17%	13%	19%	10%
Parks and green spaces are better	28%	26%	35%	29%	27%	25%	23%	28%	10%	36%	26%	16%	26%	27%	36%	26%	17%
Other, please specify	1%	0%	0%	3%	0%	3%	0%	0%	3%	0%	0%	0%	0%	1%	1%	0%	0%
Don't know	2%	1%	1%	2%	0%	0%	11%	2%	0%	3%	0%	0%	6%	1%	1%	0%	0%

Note:

BASE: Those who think their town is a better place to live

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) You said that you thought your town, city or village was a better place to live compared to ten years before. Which of the following best explains why? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	454	247	205	89	83	111	62	44	65	150	215	51	180	139	42	5	33
Weighted	467	261	203	115	106	96	54	44	52	146	218	59	170	153	38	4	37
It is easier to drive around	12%	14%	11%	18%	13%	13%	8%	0%	10%	8%	11%	24%	11%	12%	10%	0%	17%
There are more facilities for local sport	11%	13%	9%	15%	12%	15%	5%	2%	9%	12%	9%	12%	11%	8%	15%	14%	14%
It is more diverse	19%	17%	21%	22%	22%	19%	20%	12%	13%	14%	21%	19%	14%	23%	18%	0%	18%
Schools are better	19%	22%	16%	18%	24%	22%	18%	11%	17%	17%	23%	18%	19%	23%	18%	23%	6%
There are more jobs available	15%	14%	16%	15%	20%	18%	13%	8%	7%	17%	15%	13%	15%	17%	20%	10%	5%
There are more restaurants and cafes	23%	22%	24%	21%	18%	17%	27%	45%	25%	19%	24%	26%	21%	21%	14%	53%	26%
There are more bars and pubs	8%	9%	6%	7%	9%	8%	9%	9%	6%	7%	9%	11%	7%	9%	14%	15%	7%
The high street is better	21%	21%	22%	20%	24%	24%	21%	24%	11%	24%	20%	17%	28%	16%	27%	0%	14%
Public transport is better	22%	25%	18%	31%	22%	18%	18%	9%	25%	16%	25%	17%	20%	26%	21%	0%	20%
Important local services like libraries are more readily available	14%	14%	14%	11%	10%	20%	16%	15%	15%	12%	16%	11%	13%	14%	22%	0%	17%
Good quality housing is more available	28%	28%	29%	27%	24%	26%	25%	39%	38%	31%	30%	19%	37%	24%	29%	0%	20%
There are more big events like markets, festivals etc	15%	14%	16%	9%	15%	20%	19%	15%	15%	13%	16%	12%	9%	13%	22%	47%	15%
Crime / anti-social behaviour has dropped	15%	18%	12%	22%	12%	10%	17%	13%	19%	19%	14%	15%	17%	18%	16%	63%	7%
There are more things to do for families	16%	14%	19%	9%	20%	20%	18%	5%	20%	18%	15%	20%	16%	17%	12%	23%	22%
Parks and green spaces are better	28%	25%	31%	26%	28%	25%	30%	32%	30%	33%	26%	23%	26%	28%	25%	52%	26%
Other, please specify	1%	1%	1%	0%	0%	1%	0%	0%	3%	1%	0%	0%	1%	1%	0%	0%	0%
Don't know	2%	1%	4%	2%	2%	0%	3%	5%	3%	2%	1%	8%	3%	1%	0%	0%	9%

Note:

BASE: Those who think their town is a better place to live

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.C) You said that you thought your town, city or village was a better place to live compared to ten years before. Which of the following best explains why? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	454	183	109	80	82	161	96	39	76	54	27	24	430	123	331	35	419
Weighted	467	154	108	114	92	164	103	44	74	53	29	25	442	108	359	33	434
It is easier to drive around	12%	9%	8%	20%	14%	14%	12%	9%	9%	20%	5%	19%	12%	9%	13%	10%	13%
There are more facilities for local sport	11%	10%	10%	14%	11%	8%	10%	22%	9%	9%	28%	17%	11%	10%	12%	13%	11%
It is more diverse	19%	14%	26%	18%	21%	21%	25%	12%	12%	25%	9%	12%	20%	13%	21%	18%	19%
Schools are better	19%	25%	16%	22%	12%	22%	21%	8%	19%	10%	31%	19%	19%	16%	20%	23%	19%
There are more jobs available	15%	16%	15%	20%	8%	18%	15%	10%	16%	12%	12%	24%	14%	15%	15%	16%	15%
There are more restaurants and cafes	23%	21%	26%	25%	20%	24%	20%	25%	26%	20%	24%	27%	23%	18%	25%	13%	24%
There are more bars and pubs	8%	8%	6%	5%	14%	8%	7%	8%	8%	11%	3%	0%	8%	7%	8%	2%	8%
The high street is better	21%	20%	23%	22%	21%	18%	20%	25%	30%	19%	17%	18%	21%	30%	19%	12%	22%
Public transport is better	22%	21%	25%	23%	19%	26%	26%	25%	14%	9%	23%	11%	23%	24%	21%	36%	21%
Important local services like libraries are more readily available	14%	18%	10%	9%	19%	17%	12%	6%	12%	9%	28%	4%	14%	14%	14%	6%	15%
Good quality housing is more available	28%	36%	25%	23%	25%	27%	23%	40%	27%	32%	31%	38%	28%	38%	25%	29%	28%
There are more big events like markets, festivals etc	15%	14%	13%	14%	20%	14%	11%	23%	19%	10%	18%	10%	15%	9%	17%	8%	16%
Crime / anti-social behaviour has dropped	15%	16%	14%	10%	23%	17%	14%	15%	11%	18%	18%	22%	15%	15%	16%	9%	16%
There are more things to do for families	16%	13%	15%	20%	15%	18%	16%	9%	21%	11%	6%	14%	16%	14%	16%	27%	15%
Parks and green spaces are better	28%	28%	30%	30%	21%	25%	36%	27%	21%	29%	27%	22%	28%	28%	27%	29%	27%
Other, please specify	1%	0%	1%	1%	0%	0%	1%	0%	1%	2%	0%	0%	1%	1%	0%	0%	1%
Don't know	2%	1%	4%	0%	4%	3%	1%	0%	2%	5%	0%	0%	2%	3%	2%	8%	2%

Note:

BASE: Those who think their town is a better place to live

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(23.A) You said that you thought your town, city or village was a worse place to live compared to ten years ago. Which of the following best explains why? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPH)
Unweighted	655	62	110	50	74	40	56	55	32	70	64	42	0	0	137	67	8
Weighted	657	65	96	48	77	46	59	50	28	76	74	37	0	0	132	64	6
It is harder to drive around	14%	21%	24%	25%	16%	4%	10%	11%	4%	6%	10%	13%	13%	14%	16%	13%	10%
There are fewer facilities for local sport	3%	3%	2%	2%	1%	6%	3%	4%	7%	3%	4%	0%	5%	2%	3%	1%	0%
Schools are worse	7%	8%	10%	5%	2%	16%	9%	13%	7%	3%	5%	8%	6%	7%	9%	9%	14%
Crime and anti-social behaviour is higher	52%	61%	50%	40%	58%	57%	61%	47%	61%	58%	39%	37%	60%	54%	42%	45%	37%
The high street is worse	47%	35%	49%	41%	48%	44%	46%	51%	37%	50%	60%	54%	52%	46%	49%	34%	26%
There are fewer jobs available	14%	2%	11%	12%	13%	29%	10%	6%	19%	14%	26%	20%	13%	14%	12%	26%	0%
Public transport is worse	16%	4%	13%	24%	25%	25%	12%	22%	8%	20%	12%	5%	12%	19%	19%	10%	0%
There are fewer things to do for families	10%	10%	10%	8%	10%	12%	12%	9%	20%	5%	11%	8%	12%	8%	11%	9%	22%
Important local services like libraries have closed	10%	7%	9%	10%	14%	4%	5%	11%	14%	15%	13%	7%	10%	10%	10%	10%	17%
The cost of living is higher	32%	35%	38%	33%	30%	23%	31%	41%	32%	31%	23%	40%	33%	34%	28%	36%	42%
There are fewer bars and pubs	8%	10%	13%	11%	5%	7%	5%	11%	0%	8%	8%	0%	7%	8%	7%	8%	0%
There are fewer cafes and restaurants	3%	3%	3%	0%	3%	6%	1%	0%	0%	2%	8%	0%	3%	3%	3%	3%	10%
There are fewer big events like markets, festivals etc	8%	10%	5%	13%	9%	9%	4%	7%	4%	10%	5%	19%	6%	11%	7%	3%	0%
Parks and green spaces are worse	9%	12%	11%	4%	8%	1%	13%	9%	3%	14%	13%	8%	6%	10%	10%	16%	0%
Good quality housing is less available	18%	32%	14%	26%	16%	14%	24%	19%	19%	7%	16%	23%	17%	18%	21%	17%	50%
There are fewer jobs	15%	10%	9%	26%	3%	15%	19%	17%	14%	14%	24%	22%	15%	10%	17%	17%	36%
Other, please specify	8%	5%	9%	8%	14%	9%	5%	4%	7%	9%	12%	3%	8%	7%	9%	7%	19%
Don't know	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	2%	0%

Note:

BASE: Those who think their town is a worse place to live

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) You said that you thought your town, city or village was a worse place to live compared to ten years ago. Which of the following best explains why? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	655	302	351	46	80	102	146	99	182	289	265	72	259	166	47	14	81
Weighted	657	311	344	55	109	98	132	106	157	285	267	76	250	171	44	14	84
It is harder to drive around	14%	14%	14%	12%	7%	10%	14%	19%	19%	14%	15%	11%	16%	8%	24%	20%	13%
There are fewer facilities for local sport	3%	2%	3%	2%	2%	5%	4%	1%	2%	2%	2%	9%	2%	2%	0%	0%	6%
Schools are worse	7%	8%	6%	17%	11%	9%	7%	3%	4%	3%	9%	15%	5%	8%	5%	0%	8%
Crime and anti-social behaviour is higher	52%	48%	55%	63%	60%	49%	50%	54%	45%	52%	50%	51%	54%	48%	33%	56%	56%
The high street is worse	47%	47%	48%	33%	33%	38%	50%	56%	61%	49%	47%	45%	53%	41%	57%	57%	51%
There are fewer jobs available	14%	16%	12%	17%	23%	16%	10%	12%	10%	12%	16%	18%	13%	15%	11%	6%	16%
Public transport is worse	16%	16%	15%	18%	9%	10%	15%	17%	23%	16%	16%	14%	15%	18%	23%	34%	10%
There are fewer things to do for families	10%	8%	12%	25%	6%	19%	7%	8%	5%	7%	12%	13%	7%	13%	13%	0%	11%
Important local services like libraries have closed	10%	11%	9%	6%	8%	8%	10%	11%	14%	10%	10%	9%	10%	12%	4%	13%	7%
The cost of living is higher	32%	28%	36%	21%	44%	37%	35%	29%	26%	31%	36%	28%	32%	40%	23%	28%	31%
There are fewer bars and pubs	8%	9%	7%	3%	6%	9%	12%	4%	9%	9%	5%	10%	8%	4%	12%	8%	12%
There are fewer cafes and restaurants	3%	3%	2%	0%	4%	3%	3%	2%	4%	2%	4%	1%	2%	2%	6%	9%	1%
There are fewer big events like markets, festivals etc	8%	9%	7%	2%	9%	12%	7%	5%	10%	11%	5%	6%	7%	7%	9%	16%	9%
Parks and green spaces are worse	9%	11%	8%	10%	13%	8%	10%	7%	8%	8%	11%	10%	10%	9%	15%	5%	6%
Good quality housing is less available	18%	18%	19%	31%	21%	19%	24%	12%	11%	18%	18%	20%	13%	25%	22%	17%	22%
There are fewer jobs	15%	17%	13%	25%	23%	13%	11%	14%	9%	13%	16%	15%	14%	20%	8%	21%	9%
Other, please specify	8%	10%	7%	4%	3%	4%	9%	14%	13%	12%	7%	3%	12%	8%	4%	7%	5%
Don't know	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%

Note:

BASE: Those who think their town is a worse place to live

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) You said that you thought your town, city or village was a worse place to live compared to ten years ago. Which of the following best explains why? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	655	171	185	112	181	109	188	102	151	73	32	82	573	126	529	114	541
Weighted	657	148	172	145	185	123	182	107	144	71	31	91	567	111	546	112	545
It is harder to drive around	14%	17%	20%	9%	9%	14%	15%	13%	13%	14%	15%	9%	15%	22%	12%	15%	14%
There are fewer facilities for local sport	3%	3%	2%	3%	3%	3%	5%	1%	2%	1%	0%	1%	3%	2%	3%	2%	3%
Schools are worse	7%	9%	7%	7%	6%	12%	5%	9%	7%	5%	2%	1%	8%	6%	8%	4%	8%
Crime and anti-social behaviour is higher	52%	46%	46%	59%	56%	62%	64%	45%	42%	41%	41%	58%	51%	51%	52%	54%	52%
The high street is worse	47%	49%	53%	50%	39%	32%	50%	64%	50%	43%	35%	55%	46%	54%	46%	56%	46%
There are fewer jobs available	14%	9%	15%	15%	17%	16%	14%	13%	14%	12%	18%	16%	14%	11%	15%	13%	15%
Public transport is worse	16%	18%	16%	14%	14%	15%	10%	11%	20%	26%	26%	14%	16%	14%	16%	16%	16%
There are fewer things to do for families	10%	9%	9%	11%	11%	13%	6%	13%	12%	5%	8%	6%	11%	8%	10%	5%	11%
Important local services like libraries have closed	10%	14%	9%	7%	9%	7%	11%	10%	8%	16%	14%	9%	10%	12%	10%	10%	10%
The cost of living is higher	32%	25%	33%	36%	34%	33%	33%	40%	24%	30%	47%	32%	32%	29%	33%	37%	31%
There are fewer bars and pubs	8%	9%	9%	9%	6%	6%	9%	5%	9%	10%	8%	9%	8%	10%	7%	11%	7%
There are fewer cafes and restaurants	3%	3%	2%	4%	2%	3%	2%	2%	2%	8%	0%	2%	3%	2%	3%	1%	3%
There are fewer big events like markets, festivals etc	8%	5%	7%	11%	9%	8%	8%	5%	10%	3%	20%	11%	8%	6%	9%	7%	8%
Parks and green spaces are worse	9%	9%	14%	8%	6%	13%	8%	11%	8%	10%	6%	9%	9%	10%	9%	8%	10%
Good quality housing is less available	18%	14%	18%	18%	23%	23%	18%	23%	17%	6%	13%	12%	19%	14%	19%	15%	19%
There are fewer jobs	15%	10%	12%	14%	22%	16%	12%	14%	21%	10%	5%	18%	14%	11%	15%	12%	15%
Other, please specify	8%	14%	7%	8%	6%	3%	7%	6%	12%	19%	8%	12%	8%	11%	8%	11%	8%
Don't know	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%

Note:

BASE: Those who think their town is a worse place to live

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Compared to 20 years ago, do you think the town, city or village where you live is a better place to live? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Much better	7%	18%	4%	5%	3%	3%	7%	6%	4%	9%	4%	5%	3%	5%	7%	18%	18%
A bit better	16%	20%	18%	13%	7%	17%	18%	22%	14%	12%	17%	17%	13%	16%	16%	25%	24%
About the same	35%	29%	32%	37%	40%	40%	31%	29%	31%	38%	36%	43%	38%	35%	35%	23%	40%
A little worse	23%	12%	27%	27%	28%	20%	24%	27%	26%	23%	25%	19%	23%	24%	25%	19%	6%
Much worse	10%	9%	9%	8%	11%	10%	8%	9%	12%	12%	10%	9%	12%	10%	8%	6%	5%
Don't know	10%	12%	10%	9%	11%	10%	11%	7%	12%	6%	8%	8%	11%	10%	9%	8%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Compared to 20 years ago, do you think the town, city or village where you live is a better place to live? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Much better	7%	9%	5%	16%	10%	10%	4%	3%	2%	5%	8%	6%	6%	8%	10%	0%	5%
A bit better	16%	17%	15%	23%	22%	18%	12%	14%	11%	14%	18%	16%	17%	19%	12%	24%	9%
About the same	35%	35%	34%	29%	25%	38%	40%	36%	38%	34%	36%	34%	33%	36%	37%	21%	34%
A little worse	23%	21%	25%	12%	19%	18%	25%	30%	32%	28%	22%	17%	27%	18%	24%	41%	26%
Much worse	10%	10%	10%	6%	10%	9%	13%	11%	9%	11%	8%	11%	10%	11%	9%	9%	9%
Don't know	10%	8%	11%	15%	14%	8%	7%	6%	8%	8%	8%	15%	7%	7%	8%	5%	17%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) Compared to 20 years ago, do you think the town, city or village where you live is a better place to live? If you have not lived in the town long enough to know, answer on the basis of what you have seen and heard

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Much better	7%	9%	7%	7%	6%	17%	5%	4%	2%	3%	6%	1%	8%	7%	7%	2%	8%
A bit better	16%	21%	16%	19%	10%	23%	13%	17%	15%	11%	15%	10%	17%	20%	15%	9%	17%
About the same	35%	33%	34%	33%	39%	25%	36%	30%	36%	46%	44%	39%	34%	32%	35%	33%	35%
A little worse	23%	24%	26%	20%	21%	15%	26%	23%	26%	26%	24%	32%	22%	27%	22%	31%	22%
Much worse	10%	6%	9%	10%	14%	8%	11%	17%	10%	4%	4%	11%	10%	7%	10%	14%	9%
Don't know	10%	8%	9%	11%	11%	11%	9%	10%	10%	9%	7%	7%	10%	7%	10%	11%	9%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Thinking about your nearest high street specifically - the place nearest to you with a significant number of shops and retail outlets - would you say that your local high street has gotten better or worse in the last ten years?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Much better	7%	19%	4%	2%	3%	1%	7%	9%	1%	9%	3%	7%	4%	6%	5%	15%	19%
A little better	15%	26%	18%	17%	6%	16%	13%	9%	16%	11%	12%	14%	10%	14%	16%	27%	12%
It has stayed about the same	23%	21%	19%	19%	29%	31%	24%	27%	25%	22%	22%	19%	25%	23%	24%	18%	24%
A little worse	26%	15%	27%	34%	33%	26%	30%	29%	29%	24%	24%	27%	29%	26%	27%	21%	24%
Much worse	24%	13%	28%	24%	25%	23%	20%	21%	21%	31%	34%	28%	27%	26%	23%	14%	18%
Don't know	5%	5%	4%	3%	4%	4%	6%	5%	8%	3%	6%	6%	5%	4%	5%	4%	4%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Thinking about your nearest high street specifically - the place nearest to you with a significant number of shops and retail outlets - would you say that your local high street has gotten better or worse in the last ten years?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Much better	7%	8%	6%	15%	12%	9%	3%	2%	2%	5%	8%	6%	6%	8%	9%	6%	5%
A little better	15%	16%	14%	29%	20%	19%	11%	9%	6%	11%	17%	18%	13%	19%	15%	5%	13%
It has stayed about the same	23%	24%	23%	20%	24%	29%	28%	20%	18%	21%	23%	28%	21%	26%	22%	6%	25%
A little worse	26%	26%	27%	17%	21%	20%	26%	31%	38%	30%	26%	20%	30%	23%	27%	19%	26%
Much worse	24%	23%	26%	9%	17%	19%	28%	35%	34%	29%	23%	18%	28%	21%	25%	50%	19%
Don't know	5%	4%	5%	9%	6%	4%	4%	3%	3%	3%	4%	10%	3%	4%	2%	13%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(25.C) Thinking about your nearest high street specifically - the place nearest to you with a significant number of shops and retail outlets - would you say that your local high street has gotten better or worse in the last ten years?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Much better	7%	8%	5%	8%	6%	15%	5%	6%	3%	2%	7%	2%	7%	7%	7%	3%	7%
A little better	15%	16%	16%	16%	13%	24%	12%	14%	12%	12%	13%	6%	16%	15%	15%	8%	16%
It has stayed about the same	23%	21%	21%	26%	25%	22%	25%	21%	22%	25%	25%	23%	23%	20%	24%	21%	24%
A little worse	26%	30%	25%	23%	25%	19%	28%	25%	30%	32%	22%	31%	26%	32%	25%	31%	25%
Much worse	24%	21%	28%	23%	25%	14%	27%	31%	28%	23%	26%	34%	23%	24%	24%	32%	23%
Don't know	5%	4%	4%	4%	7%	6%	3%	4%	6%	4%	6%	4%	5%	2%	5%	4%	5%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) You said that your nearest high street has gotten worse in the last ten years. Which of the following reasons best explains how the high street has gotten worse? Select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	1038	83	168	103	110	66	93	91	48	117	95	64	0	0	249	90	23
Weighted	1012	83	147	97	108	70	93	82	42	125	107	57	0	0	228	85	18
There are more boarded-up shops	51%	38%	55%	59%	46%	55%	51%	45%	54%	46%	56%	57%	49%	54%	52%	53%	34%
There are fewer people around	7%	8%	4%	9%	5%	9%	8%	6%	14%	10%	5%	6%	8%	7%	7%	5%	7%
Attractions like cinemas have closed	5%	7%	3%	3%	1%	7%	4%	8%	2%	5%	8%	12%	4%	6%	4%	5%	16%
Bigger retailers have closed	46%	30%	50%	45%	62%	43%	49%	34%	48%	46%	50%	36%	48%	46%	45%	42%	53%
The local bank branches have closed	34%	30%	36%	39%	30%	31%	24%	48%	20%	37%	38%	36%	34%	33%	37%	27%	33%
Small independent shops have closed	52%	52%	55%	54%	46%	52%	45%	53%	67%	52%	46%	63%	48%	55%	59%	37%	47%
Pedestrianisation has reduced the hustle and bustle	3%	4%	2%	0%	4%	4%	3%	0%	4%	3%	7%	2%	3%	3%	2%	5%	8%
There are fewer flowers and greenery	5%	10%	4%	3%	10%	7%	6%	1%	7%	6%	3%	4%	6%	4%	6%	9%	0%
There is more anti-social behaviour / crime	30%	38%	27%	23%	30%	25%	33%	29%	29%	39%	23%	31%	32%	30%	23%	31%	35%
There is more litter and mess e.g. chewing gum	19%	27%	13%	14%	19%	12%	18%	21%	16%	26%	25%	14%	17%	20%	18%	21%	10%
New development has been ugly	10%	12%	10%	8%	17%	21%	13%	2%	4%	5%	10%	1%	10%	9%	9%	18%	13%
There is nowhere to park your car	12%	17%	11%	15%	10%	4%	14%	15%	10%	8%	13%	16%	11%	12%	13%	12%	17%
Other, please specify	3%	1%	5%	2%	2%	3%	4%	4%	4%	1%	4%	1%	3%	2%	2%	5%	3%
Don't know	1%	1%	0%	2%	1%	2%	0%	2%	1%	1%	0%	0%	2%	1%	0%	1%	0%

Note:

BASE: Those who think their nearest high street has got worse

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) You said that your nearest high street has gotten worse in the last ten years. Which of the following reasons best explains how the high street has gotten worse? Select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1038	498	537	55	102	138	210	181	352	478	431	90	449	237	89	17	104
Weighted	1012	477	532	74	132	133	187	186	300	455	418	95	421	244	81	17	106
There are more boarded-up shops	51%	48%	53%	51%	50%	50%	58%	50%	48%	51%	51%	50%	50%	54%	42%	38%	54%
There are fewer people around	7%	8%	6%	16%	7%	8%	6%	6%	5%	6%	7%	6%	7%	6%	4%	10%	9%
Attractions like cinemas have closed	5%	6%	4%	6%	8%	10%	3%	3%	4%	4%	5%	8%	3%	8%	6%	4%	7%
Bigger retailers have closed	46%	45%	47%	28%	41%	48%	45%	49%	50%	46%	50%	35%	47%	44%	49%	70%	41%
The local bank branches have closed	34%	32%	37%	11%	25%	25%	34%	37%	46%	37%	34%	27%	39%	30%	44%	32%	27%
Small independent shops have closed	52%	51%	52%	41%	44%	51%	55%	61%	51%	49%	56%	51%	49%	57%	55%	58%	48%
Pedestrianisation has reduced the hustle and bustle	3%	3%	3%	6%	4%	3%	2%	3%	2%	2%	3%	5%	2%	2%	1%	6%	4%
There are fewer flowers and greenery	5%	6%	5%	10%	10%	8%	3%	4%	3%	6%	5%	5%	5%	7%	3%	12%	5%
There is more anti-social behaviour / crime	30%	32%	28%	52%	40%	32%	28%	23%	24%	29%	28%	35%	27%	33%	19%	28%	47%
There is more litter and mess e.g. chewing gum	19%	20%	18%	22%	20%	15%	15%	19%	21%	19%	18%	25%	20%	18%	18%	9%	17%
New development has been ugly	10%	11%	9%	14%	9%	13%	10%	5%	10%	11%	9%	8%	10%	10%	12%	11%	6%
There is nowhere to park your car	12%	13%	11%	17%	21%	9%	13%	10%	8%	11%	12%	8%	11%	13%	14%	14%	8%
Other, please specify	3%	3%	2%	0%	1%	2%	3%	4%	4%	4%	3%	2%	3%	2%	4%	0%	0%
Don't know	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%	0%	3%	1%	0%	0%	0%	2%

Note:

BASE: Those who think their nearest high street has got worse

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.C) You said that your nearest high street has gotten worse in the last ten years. Which of the following reasons best explains how the high street has gotten worse? Select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	1038	329	298	160	245	143	300	132	247	157	58	126	912	253	785	164	874
Weighted	1012	279	278	203	245	155	285	140	230	146	54	136	876	218	794	160	852
There are more boarded-up shops	51%	48%	52%	47%	58%	48%	50%	59%	50%	52%	47%	54%	50%	43%	53%	51%	51%
There are fewer people around	7%	7%	7%	6%	7%	8%	7%	7%	8%	6%	6%	6%	7%	8%	7%	5%	7%
Attractions like cinemas have closed	5%	3%	8%	4%	5%	8%	6%	4%	4%	4%	0%	5%	5%	1%	6%	5%	5%
Bigger retailers have closed	46%	50%	47%	41%	44%	37%	50%	52%	48%	42%	38%	41%	47%	51%	45%	44%	46%
The local bank branches have closed	34%	35%	36%	34%	31%	23%	31%	27%	40%	42%	55%	40%	33%	39%	33%	39%	33%
Small independent shops have closed	52%	54%	51%	55%	48%	48%	48%	51%	58%	56%	50%	48%	52%	52%	52%	51%	52%
Pedestrianisation has reduced the hustle and bustle	3%	4%	2%	3%	3%	5%	3%	1%	2%	1%	5%	2%	3%	3%	3%	2%	3%
There are fewer flowers and greenery	5%	5%	6%	6%	5%	9%	6%	5%	4%	4%	3%	7%	5%	5%	5%	6%	5%
There is more anti-social behaviour / crime	30%	23%	27%	38%	35%	46%	33%	35%	22%	21%	13%	33%	29%	22%	32%	36%	29%
There is more litter and mess e.g. chewing gum	19%	20%	19%	17%	19%	21%	21%	20%	17%	14%	23%	18%	19%	21%	18%	19%	19%
New development has been ugly	10%	9%	10%	10%	9%	11%	10%	11%	10%	7%	8%	11%	9%	9%	10%	12%	9%
There is nowhere to park your car	12%	13%	11%	13%	10%	15%	10%	11%	12%	12%	12%	13%	12%	10%	12%	8%	13%
Other, please specify	3%	3%	2%	3%	4%	3%	2%	4%	3%	2%	3%	3%	3%	3%	3%	3%	3%
Don't know	1%	1%	1%	1%	1%	2%	1%	0%	0%	2%	3%	1%	1%	2%	1%	1%	1%

Note:

BASE: Those who think their nearest high street has got worse

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A local newspaper

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	62%	59%	60%	65%	68%	62%	70%	71%	48%	66%	64%	35%	63%	65%	60%	55%	60%
We used to have this in our town, but no longer do	18%	20%	18%	17%	19%	17%	18%	12%	26%	18%	14%	21%	19%	15%	21%	21%	3%
We have never had this in our town	11%	6%	9%	13%	8%	11%	3%	9%	19%	6%	18%	30%	10%	12%	10%	9%	15%
Don't Know	9%	15%	13%	5%	5%	11%	9%	7%	8%	10%	4%	15%	8%	8%	9%	15%	21%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A local newspaper

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	62%	64%	60%	60%	69%	66%	57%	60%	62%	60%	63%	67%	65%	61%	70%	53%	66%
We used to have this in our town, but no longer do	18%	21%	15%	15%	10%	18%	22%	18%	23%	21%	18%	10%	19%	23%	15%	14%	9%
We have never had this in our town	11%	11%	10%	10%	7%	9%	16%	10%	13%	13%	13%	3%	11%	8%	13%	20%	4%
Don't Know	9%	4%	14%	15%	14%	7%	6%	13%	2%	6%	6%	19%	5%	9%	3%	13%	21%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A local newspaper

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	62%	65%	61%	63%	59%	*	*	68%	59%	*	*	62%	62%	63%	62%	61%	63%
We used to have this in our town, but no longer do	18%	17%	18%	21%	16%	*	*	18%	18%	*	*	19%	18%	22%	17%	19%	18%
We have never had this in our town	11%	12%	12%	5%	15%	*	*	6%	14%	*	*	10%	11%	11%	11%	15%	10%
Don't Know	9%	6%	9%	11%	10%	*	*	8%	10%	*	*	8%	9%	3%	10%	5%	10%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A museum

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	51%	31%	57%	61%	52%	58%	55%	54%	53%	44%	42%	32%	48%	51%	55%	49%	47%
We used to have this in our town, but no longer do	9%	16%	5%	12%	4%	5%	13%	12%	5%	9%	9%	12%	8%	7%	11%	10%	8%
We have never had this in our town	32%	44%	29%	20%	37%	27%	23%	22%	34%	39%	40%	52%	34%	34%	27%	31%	13%
Don't Know	9%	8%	10%	7%	6%	11%	9%	13%	9%	7%	9%	4%	10%	8%	6%	10%	33%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(28.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A museum

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	51%	53%	49%	39%	50%	50%	49%	55%	57%	52%	55%	35%	55%	45%	66%	51%	42%
We used to have this in our town, but no longer do	9%	10%	8%	9%	15%	10%	9%	6%	3%	12%	7%	7%	7%	14%	7%	11%	3%
We have never had this in our town	32%	31%	34%	40%	26%	26%	34%	31%	37%	30%	31%	38%	31%	36%	25%	25%	30%
Don't Know	9%	7%	10%	13%	10%	14%	7%	8%	3%	6%	7%	20%	7%	5%	2%	13%	25%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A museum

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	51%	51%	53%	59%	39%	*	*	57%	47%	*	*	55%	50%	51%	51%	58%	49%
We used to have this in our town, but no longer do	9%	6%	9%	7%	13%	*	*	14%	5%	*	*	8%	9%	7%	9%	6%	9%
We have never had this in our town	32%	37%	33%	28%	30%	*	*	20%	40%	*	*	30%	32%	36%	31%	29%	32%
Don't Know	9%	6%	5%	6%	18%	*	*	9%	8%	*	*	8%	9%	6%	9%	6%	9%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A theatre

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	50%	57%	50%	52%	47%	56%	51%	58%	52%	50%	44%	21%	50%	48%	49%	56%	39%
We used to have this in our town, but no longer do	11%	17%	9%	8%	2%	4%	13%	2%	12%	19%	15%	23%	9%	12%	10%	13%	19%
We have never had this in our town	32%	18%	35%	34%	42%	34%	28%	28%	23%	23%	37%	44%	30%	34%	34%	29%	26%
Don't Know	8%	9%	7%	6%	9%	7%	8%	12%	13%	7%	4%	12%	11%	6%	6%	2%	16%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A theatre

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	50%	52%	47%	54%	46%	47%	51%	47%	53%	49%	52%	45%	49%	52%	62%	31%	43%
We used to have this in our town, but no longer do	11%	11%	11%	18%	17%	11%	5%	12%	4%	11%	10%	13%	8%	17%	2%	0%	8%
We have never had this in our town	32%	31%	33%	16%	28%	33%	38%	33%	38%	33%	34%	25%	36%	28%	35%	38%	22%
Don't Know	8%	6%	9%	13%	10%	9%	5%	8%	5%	7%	5%	17%	7%	3%	1%	31%	27%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A theatre

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	50%	54%	49%	47%	47%	*	*	61%	42%	*	*	45%	50%	52%	49%	51%	49%
We used to have this in our town, but no longer do	11%	7%	11%	13%	12%	*	*	9%	11%	*	*	11%	10%	7%	11%	5%	12%
We have never had this in our town	32%	32%	33%	34%	30%	*	*	21%	39%	*	*	36%	32%	34%	32%	37%	31%
Don't Know	8%	7%	7%	5%	12%	*	*	8%	8%	*	*	8%	8%	7%	8%	7%	8%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A railway station

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	72%	59%	85%	65%	80%	69%	73%	67%	53%	82%	58%	74%	75%	71%	72%	70%	71%
We used to have this in our town, but no longer do	15%	20%	7%	21%	8%	17%	8%	19%	22%	13%	22%	23%	13%	17%	15%	16%	7%
We have never had this in our town	11%	16%	6%	12%	12%	10%	13%	7%	16%	4%	20%	3%	9%	10%	12%	14%	13%
Don't Know	3%	5%	2%	2%	0%	4%	6%	7%	9%	0%	0%	0%	4%	2%	2%	0%	9%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A railway station

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	72%	71%	72%	64%	71%	77%	71%	73%	74%	74%	71%	66%	75%	64%	72%	100%	79%
We used to have this in our town, but no longer do	15%	18%	12%	14%	14%	7%	17%	19%	16%	14%	16%	17%	14%	18%	13%	0%	10%
We have never had this in our town	11%	9%	12%	13%	14%	11%	10%	7%	9%	10%	12%	10%	9%	16%	14%	0%	6%
Don't Know	3%	2%	3%	9%	1%	5%	2%	1%	0%	3%	1%	7%	2%	3%	1%	0%	5%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A railway station

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	72%	75%	76%	70%	67%	*	*	78%	69%	*	*	68%	73%	82%	70%	75%	72%
We used to have this in our town, but no longer do	15%	16%	15%	15%	15%	*	*	10%	18%	*	*	16%	15%	10%	16%	14%	15%
We have never had this in our town	11%	9%	9%	12%	13%	*	*	9%	11%	*	*	12%	10%	8%	11%	8%	11%
Don't Know	3%	0%	1%	4%	5%	*	*	3%	2%	*	*	4%	2%	1%	3%	2%	3%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(31.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A library

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	88%	84%	93%	88%	92%	89%	91%	91%	74%	82%	92%	84%	90%	88%	88%	81%	91%
We used to have this in our town, but no longer do	7%	13%	4%	9%	6%	5%	7%	3%	10%	14%	2%	9%	4%	9%	8%	13%	0%
We have never had this in our town	2%	4%	1%	1%	2%	2%	1%	2%	6%	0%	0%	6%	2%	3%	1%	3%	0%
Don't Know	3%	0%	2%	1%	1%	4%	1%	4%	10%	4%	6%	0%	4%	0%	4%	3%	9%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A library

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	88%	90%	87%	85%	85%	85%	91%	90%	94%	90%	90%	80%	91%	88%	94%	69%	84%
We used to have this in our town, but no longer do	7%	6%	8%	6%	10%	8%	8%	5%	4%	8%	5%	9%	7%	9%	3%	0%	5%
We have never had this in our town	2%	2%	2%	4%	2%	5%	0%	1%	0%	0%	2%	5%	1%	2%	0%	18%	4%
Don't Know	3%	2%	3%	6%	2%	2%	1%	4%	2%	2%	2%	6%	1%	1%	3%	13%	7%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A library

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	88%	90%	88%	93%	84%	*	*	88%	89%	*	*	92%	88%	91%	88%	93%	88%
We used to have this in our town, but no longer do	7%	6%	9%	4%	11%	*	*	8%	7%	*	*	5%	7%	8%	7%	6%	7%
We have never had this in our town	2%	3%	1%	2%	1%	*	*	1%	2%	*	*	1%	2%	1%	2%	0%	2%
Don't Know	3%	2%	2%	2%	4%	*	*	3%	3%	*	*	2%	3%	1%	3%	1%	3%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Lots of flowers / greenery in public spaces during summer

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	70%	64%	72%	81%	76%	69%	63%	74%	56%	60%	80%	63%	69%	70%	72%	67%	59%
We used to have this in our town, but no longer do	16%	20%	15%	13%	10%	16%	24%	3%	26%	27%	14%	17%	14%	17%	17%	26%	10%
We have never had this in our town	7%	7%	9%	5%	12%	3%	4%	11%	9%	4%	5%	15%	9%	7%	7%	6%	15%
Don't Know	6%	9%	4%	1%	2%	13%	8%	12%	9%	9%	2%	5%	9%	6%	4%	1%	15%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Lots of flowers / greenery in public spaces during summer

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	70%	68%	72%	60%	66%	74%	66%	70%	81%	73%	70%	59%	76%	69%	62%	75%	65%
We used to have this in our town, but no longer do	16%	18%	15%	21%	21%	12%	21%	13%	11%	16%	17%	19%	14%	21%	20%	0%	16%
We have never had this in our town	7%	7%	7%	6%	6%	7%	9%	10%	6%	8%	8%	6%	8%	6%	10%	25%	3%
Don't Know	6%	7%	6%	14%	6%	7%	4%	7%	2%	3%	5%	15%	2%	5%	8%	0%	15%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Lots of flowers / greenery in public spaces during summer

	Social Grade					Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
	Total	AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	70%	73%	75%	74%	58%	*	*	65%	74%	*	*	73%	70%	78%	69%	69%	70%
We used to have this in our town, but no longer do	16%	16%	14%	15%	21%	*	*	23%	12%	*	*	17%	16%	14%	17%	16%	16%
We have never had this in our town	7%	8%	8%	5%	9%	*	*	6%	8%	*	*	8%	7%	7%	7%	12%	7%
Don't Know	6%	3%	3%	6%	12%	*	*	6%	6%	*	*	2%	7%	2%	7%	3%	7%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high-quality amateur / non-league football club

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	46%	51%	48%	49%	46%	48%	40%	38%	32%	39%	57%	42%	45%	49%	45%	38%	56%
We used to have this in our town, but no longer do	10%	15%	8%	11%	3%	20%	12%	7%	14%	8%	7%	18%	13%	7%	8%	15%	0%
We have never had this in our town	20%	14%	14%	20%	20%	16%	22%	23%	38%	28%	22%	22%	20%	19%	21%	29%	23%
Don't Know	24%	19%	30%	20%	31%	16%	26%	33%	16%	24%	14%	18%	23%	25%	25%	18%	21%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high-quality amateur / non-league football club

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	46%	49%	43%	49%	45%	44%	51%	33%	51%	46%	46%	40%	48%	43%	41%	52%	43%
We used to have this in our town, but no longer do	10%	11%	9%	13%	15%	7%	10%	8%	8%	11%	11%	7%	11%	14%	6%	0%	5%
We have never had this in our town	20%	24%	16%	20%	16%	24%	18%	29%	17%	20%	24%	18%	19%	23%	28%	23%	11%
Don't Know	24%	16%	32%	18%	24%	26%	21%	29%	24%	23%	19%	35%	22%	19%	25%	25%	41%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(33.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high-quality amateur / non-league football club

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	46%	48%	48%	50%	35%	*	*	47%	45%	*	*	46%	46%	51%	44%	55%	44%
We used to have this in our town, but no longer do	10%	11%	8%	9%	12%	*	*	12%	9%	*	*	7%	10%	12%	10%	5%	11%
We have never had this in our town	20%	21%	20%	16%	26%	*	*	20%	21%	*	*	26%	20%	15%	22%	15%	21%
Don't Know	24%	20%	24%	24%	28%	*	*	21%	25%	*	*	21%	24%	21%	24%	25%	24%

Note:

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A professional football club

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	33%	39%	28%	26%	34%	36%	19%	44%	40%	44%	41%	19%	36%	31%	34%	26%	30%
We used to have this in our town, but no longer do	8%	22%	7%	8%	0%	12%	8%	6%	13%	12%	3%	6%	9%	5%	10%	14%	19%
We have never had this in our town	45%	32%	47%	55%	47%	40%	52%	35%	41%	35%	50%	49%	42%	51%	46%	40%	23%
Don't Know	14%	7%	18%	11%	19%	12%	20%	16%	6%	9%	6%	26%	13%	13%	10%	20%	28%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A professional football club

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	33%	33%	32%	41%	42%	41%	29%	24%	25%	32%	31%	35%	29%	39%	14%	66%	40%
We used to have this in our town, but no longer do	8%	9%	7%	7%	17%	9%	9%	3%	4%	6%	11%	9%	9%	9%	15%	0%	4%
We have never had this in our town	45%	49%	41%	41%	26%	36%	50%	52%	62%	50%	49%	29%	48%	45%	60%	21%	27%
Don't Know	14%	8%	20%	11%	16%	14%	13%	21%	9%	12%	9%	27%	14%	8%	11%	13%	30%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A professional football club

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	33%	29%	35%	36%	32%	*	*	49%	23%	*	*	32%	33%	33%	33%	24%	34%
We used to have this in our town, but no longer do	8%	6%	8%	9%	9%	*	*	12%	6%	*	*	3%	9%	7%	8%	5%	9%
We have never had this in our town	45%	52%	44%	45%	40%	*	*	29%	55%	*	*	49%	44%	48%	44%	51%	44%
Don't Know	14%	13%	13%	11%	19%	*	*	9%	17%	*	*	16%	14%	13%	14%	21%	13%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Historic pubs

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	59%	52%	60%	67%	66%	52%	65%	65%	51%	62%	43%	40%	59%	59%	59%	60%	50%
We used to have this in our town, but no longer do	16%	13%	13%	16%	15%	16%	17%	17%	16%	16%	14%	36%	16%	15%	16%	19%	15%
We have never had this in our town	12%	14%	13%	10%	9%	13%	3%	10%	14%	7%	34%	14%	10%	16%	10%	13%	9%
Don't Know	13%	21%	14%	8%	9%	18%	15%	8%	19%	15%	9%	10%	14%	10%	15%	9%	26%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Historic pubs

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	59%	62%	55%	56%	57%	57%	57%	61%	62%	60%	62%	46%	65%	57%	64%	21%	45%
We used to have this in our town, but no longer do	16%	16%	16%	9%	20%	18%	16%	17%	14%	16%	16%	19%	12%	21%	18%	10%	15%
We have never had this in our town	12%	14%	10%	12%	6%	11%	17%	13%	15%	13%	13%	10%	15%	10%	15%	56%	8%
Don't Know	13%	8%	18%	23%	16%	15%	10%	9%	9%	10%	10%	26%	8%	12%	3%	13%	33%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: Historic pubs

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	59%	63%	62%	60%	47%	*	*	60%	58%	*	*	64%	58%	67%	57%	66%	57%
We used to have this in our town, but no longer do	16%	12%	17%	15%	21%	*	*	17%	16%	*	*	10%	17%	10%	17%	14%	16%
We have never had this in our town	12%	13%	13%	11%	14%	*	*	10%	14%	*	*	18%	12%	15%	12%	11%	13%
Don't Know	13%	12%	7%	14%	18%	*	*	14%	13%	*	*	9%	14%	8%	14%	9%	14%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A leisure centre / swimming pool

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	77%	70%	82%	66%	76%	78%	85%	74%	68%	79%	86%	71%	75%	78%	78%	75%	84%
We used to have this in our town, but no longer do	9%	20%	3%	20%	6%	7%	8%	9%	9%	4%	3%	9%	11%	8%	8%	6%	0%
We have never had this in our town	11%	4%	12%	14%	14%	10%	4%	11%	19%	12%	9%	14%	10%	12%	12%	15%	0%
Don't Know	4%	6%	3%	1%	4%	4%	3%	7%	4%	4%	2%	6%	4%	3%	3%	4%	16%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(36.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A leisure centre / swimming pool

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	77%	80%	74%	73%	74%	71%	82%	79%	80%	78%	82%	57%	77%	78%	86%	86%	71%
We used to have this in our town, but no longer do	9%	9%	8%	14%	13%	10%	5%	3%	7%	9%	5%	19%	7%	13%	1%	14%	10%
We have never had this in our town	11%	8%	14%	7%	7%	13%	11%	14%	12%	10%	13%	12%	13%	7%	13%	0%	7%
Don't Know	4%	3%	4%	6%	6%	5%	1%	4%	1%	3%	1%	12%	3%	2%	0%	0%	12%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A leisure centre / swimming pool

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	77%	81%	75%	81%	69%	*	*	83%	73%	*	*	74%	77%	79%	76%	78%	77%
We used to have this in our town, but no longer do	9%	6%	7%	7%	15%	*	*	8%	9%	*	*	5%	9%	8%	9%	5%	9%
We have never had this in our town	11%	11%	14%	9%	10%	*	*	5%	15%	*	*	16%	10%	12%	11%	14%	11%
Don't Know	4%	1%	4%	3%	7%	*	*	4%	3%	*	*	5%	3%	0%	4%	3%	4%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A regular market

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	62%	70%	70%	62%	60%	73%	69%	70%	65%	63%	30%	43%	59%	65%	68%	57%	51%
We used to have this in our town, but no longer do	20%	17%	13%	23%	26%	17%	17%	21%	8%	23%	23%	31%	22%	21%	16%	19%	3%
We have never had this in our town	13%	4%	10%	11%	11%	5%	8%	5%	14%	12%	43%	20%	13%	12%	11%	15%	30%
Don't Know	5%	9%	7%	4%	2%	4%	6%	4%	13%	2%	4%	6%	6%	3%	5%	9%	16%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A regular market

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	62%	62%	62%	75%	70%	56%	55%	64%	57%	56%	65%	67%	59%	61%	65%	69%	62%
We used to have this in our town, but no longer do	20%	21%	19%	13%	15%	22%	29%	19%	20%	26%	18%	11%	23%	23%	17%	7%	17%
We have never had this in our town	13%	13%	12%	7%	7%	16%	11%	14%	19%	15%	13%	7%	13%	13%	15%	11%	6%
Don't Know	5%	4%	7%	6%	8%	5%	5%	4%	3%	3%	4%	15%	4%	3%	3%	13%	15%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A regular market

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	62%	64%	63%	63%	58%	*	*	65%	60%	*	*	48%	64%	61%	62%	63%	62%
We used to have this in our town, but no longer do	20%	18%	19%	20%	23%	*	*	21%	19%	*	*	32%	18%	20%	20%	20%	20%
We have never had this in our town	13%	13%	14%	11%	13%	*	*	9%	15%	*	*	16%	12%	15%	12%	13%	13%
Don't Know	5%	5%	4%	6%	6%	*	*	5%	5%	*	*	4%	5%	4%	6%	3%	6%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An annual event like a carnival, fun fair or market

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	62%	57%	65%	70%	65%	58%	67%	68%	58%	56%	49%	61%	56%	63%	67%	73%	64%
We used to have this in our town, but no longer do	19%	20%	17%	19%	23%	26%	10%	11%	20%	19%	31%	24%	26%	16%	15%	17%	7%
We have never had this in our town	11%	15%	12%	7%	7%	12%	10%	11%	6%	13%	15%	9%	10%	13%	9%	8%	15%
Don't Know	7%	8%	5%	4%	5%	4%	13%	10%	16%	12%	5%	5%	8%	7%	8%	2%	15%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An annual event like a carnival, fun fair or market

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	62%	65%	60%	63%	63%	60%	59%	62%	66%	60%	66%	54%	63%	65%	75%	64%	56%
We used to have this in our town, but no longer do	19%	18%	20%	12%	19%	21%	20%	20%	22%	24%	18%	15%	21%	21%	18%	13%	11%
We have never had this in our town	11%	11%	11%	11%	10%	12%	15%	11%	7%	10%	10%	14%	11%	8%	6%	10%	15%
Don't Know	7%	6%	9%	14%	8%	8%	6%	7%	5%	6%	6%	16%	5%	7%	1%	13%	18%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An annual event like a carnival, fun fair or market

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	62%	67%	64%	65%	52%	*	*	61%	63%	*	*	60%	63%	62%	62%	65%	62%
We used to have this in our town, but no longer do	19%	18%	17%	19%	25%	*	*	19%	19%	*	*	26%	19%	20%	19%	19%	20%
We have never had this in our town	11%	10%	11%	9%	13%	*	*	10%	11%	*	*	11%	11%	12%	10%	10%	11%
Don't Know	7%	5%	8%	7%	10%	*	*	10%	6%	*	*	3%	8%	6%	8%	5%	8%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(39.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A village / town hall that local people can hire

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	59%	51%	61%	66%	68%	53%	58%	52%	56%	51%	65%	48%	57%	59%	60%	56%	63%
We used to have this in our town, but no longer do	12%	19%	7%	16%	11%	22%	7%	9%	9%	8%	14%	29%	11%	13%	12%	15%	0%
We have never had this in our town	11%	8%	12%	10%	6%	7%	13%	7%	20%	18%	9%	3%	12%	12%	9%	7%	11%
Don't Know	18%	22%	20%	9%	15%	18%	21%	31%	15%	23%	12%	20%	20%	15%	18%	22%	26%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A village / town hall that local people can hire

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	59%	58%	60%	55%	48%	67%	72%	57%	55%	59%	63%	44%	60%	57%	68%	34%	48%
We used to have this in our town, but no longer do	12%	15%	10%	13%	19%	10%	12%	6%	15%	11%	13%	17%	10%	18%	10%	25%	14%
We have never had this in our town	11%	12%	9%	16%	9%	10%	4%	16%	10%	12%	8%	14%	10%	13%	10%	10%	4%
Don't Know	18%	15%	21%	16%	25%	13%	12%	22%	20%	18%	15%	25%	20%	13%	12%	31%	34%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A village / town hall that local people can hire

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	59%	68%	57%	57%	52%	*	*	56%	60%	*	*	55%	59%	66%	57%	56%	59%
We used to have this in our town, but no longer do	12%	10%	9%	15%	16%	*	*	13%	12%	*	*	15%	12%	7%	14%	10%	13%
We have never had this in our town	11%	8%	14%	12%	9%	*	*	10%	11%	*	*	9%	11%	11%	10%	10%	11%
Don't Know	18%	14%	20%	16%	23%	*	*	21%	16%	*	*	21%	18%	16%	19%	24%	17%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A park / large green space

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	89%	80%	89%	94%	95%	91%	87%	82%	86%	89%	92%	85%	87%	92%	89%	84%	85%
We used to have this in our town, but no longer do	5%	13%	3%	3%	3%	3%	5%	4%	3%	4%	6%	6%	4%	4%	5%	8%	0%
We have never had this in our town	3%	3%	4%	3%	1%	2%	2%	9%	8%	2%	0%	9%	4%	1%	5%	8%	0%
Don't Know	3%	4%	3%	0%	1%	4%	5%	5%	2%	5%	2%	0%	5%	3%	1%	0%	15%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A park / large green space

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	89%	89%	89%	85%	83%	88%	90%	92%	96%	90%	91%	80%	93%	86%	90%	100%	83%
We used to have this in our town, but no longer do	5%	6%	3%	6%	12%	4%	3%	1%	1%	5%	3%	9%	3%	7%	2%	0%	5%
We have never had this in our town	3%	3%	4%	3%	3%	4%	4%	4%	3%	4%	4%	1%	3%	5%	3%	0%	1%
Don't Know	3%	2%	4%	7%	2%	4%	3%	3%	0%	1%	1%	11%	1%	2%	5%	0%	11%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A park / large green space

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	89%	92%	91%	92%	80%	*	*	87%	90%	*	*	95%	88%	92%	88%	92%	89%
We used to have this in our town, but no longer do	5%	3%	2%	5%	8%	*	*	6%	4%	*	*	3%	5%	3%	5%	4%	5%
We have never had this in our town	3%	2%	5%	1%	6%	*	*	3%	4%	*	*	2%	4%	4%	3%	3%	3%
Don't Know	3%	2%	2%	2%	6%	*	*	4%	2%	*	*	1%	3%	1%	3%	1%	3%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An orchestra / big band

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	13%	22%	15%	22%	6%	10%	12%	16%	13%	4%	8%	10%	11%	14%	12%	20%	19%
We used to have this in our town, but no longer do	10%	14%	11%	7%	9%	7%	8%	15%	8%	7%	11%	18%	8%	11%	11%	12%	18%
We have never had this in our town	46%	37%	36%	36%	62%	53%	46%	30%	46%	54%	60%	47%	53%	43%	42%	42%	26%
Don't Know	32%	27%	37%	35%	23%	30%	35%	39%	33%	34%	21%	26%	29%	31%	35%	26%	37%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An orchestra / big band

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	13%	14%	12%	14%	13%	14%	11%	14%	12%	13%	14%	10%	14%	13%	18%	7%	10%
We used to have this in our town, but no longer do	10%	12%	8%	10%	21%	7%	9%	4%	8%	10%	9%	12%	11%	9%	7%	0%	13%
We have never had this in our town	46%	49%	42%	49%	30%	44%	47%	52%	53%	49%	48%	38%	46%	54%	38%	48%	30%
Don't Know	32%	25%	38%	26%	37%	34%	33%	31%	27%	28%	29%	40%	29%	24%	37%	45%	48%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(41.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: An orchestra / big band

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	13%	17%	12%	13%	9%	*	*	16%	11%	*	*	13%	13%	18%	12%	9%	13%
We used to have this in our town, but no longer do	10%	8%	8%	11%	12%	*	*	11%	9%	*	*	8%	10%	9%	10%	8%	10%
We have never had this in our town	46%	46%	44%	45%	50%	*	*	43%	47%	*	*	49%	45%	46%	46%	47%	46%
Don't Know	32%	29%	36%	32%	30%	*	*	30%	32%	*	*	30%	32%	27%	33%	37%	31%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high quality football pitch for hire

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	38%	40%	38%	45%	39%	32%	25%	56%	23%	31%	50%	29%	35%	41%	39%	40%	53%
We used to have this in our town, but no longer do	9%	24%	4%	14%	3%	7%	16%	2%	15%	8%	6%	15%	13%	5%	9%	13%	0%
We have never had this in our town	21%	10%	23%	19%	25%	30%	15%	14%	28%	24%	28%	17%	23%	25%	16%	17%	14%
Don't Know	31%	26%	35%	22%	33%	31%	44%	29%	34%	36%	16%	39%	30%	29%	36%	29%	33%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high quality football pitch for hire

	Gender			Age						EU 2016 Vote			2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	38%	41%	34%	44%	35%	47%	38%	36%	32%	37%	39%	36%	35%	43%	39%	32%	37%
We used to have this in our town, but no longer do	9%	10%	9%	16%	15%	9%	9%	4%	6%	8%	10%	13%	9%	12%	3%	0%	6%
We have never had this in our town	21%	23%	20%	19%	24%	21%	22%	20%	21%	22%	24%	15%	20%	26%	25%	34%	15%
Don't Know	31%	25%	37%	21%	27%	24%	31%	40%	40%	33%	27%	37%	36%	19%	33%	34%	41%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A high quality football pitch for hire

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	38%	42%	40%	39%	30%	*	*	45%	33%	*	*	31%	39%	42%	37%	29%	39%
We used to have this in our town, but no longer do	9%	5%	10%	11%	11%	*	*	9%	9%	*	*	12%	9%	9%	9%	7%	10%
We have never had this in our town	21%	17%	20%	26%	24%	*	*	19%	23%	*	*	24%	21%	16%	23%	20%	22%
Don't Know	31%	36%	30%	23%	35%	*	*	27%	34%	*	*	33%	31%	33%	31%	44%	29%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A war memorial

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	79%	41%	81%	88%	83%	87%	72%	81%	75%	85%	86%	77%	77%	82%	81%	72%	75%
We used to have this in our town, but no longer do	4%	11%	3%	3%	3%	0%	5%	1%	16%	1%	7%	0%	5%	2%	1%	16%	0%
We have never had this in our town	6%	14%	8%	3%	8%	6%	5%	7%	5%	4%	2%	10%	5%	7%	7%	7%	9%
Don't Know	10%	35%	8%	6%	6%	6%	18%	10%	5%	9%	5%	13%	13%	9%	10%	5%	16%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A war memorial

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	79%	77%	81%	55%	68%	77%	86%	87%	94%	84%	83%	61%	87%	74%	87%	82%	66%
We used to have this in our town, but no longer do	4%	6%	2%	11%	9%	5%	1%	1%	0%	3%	4%	5%	2%	6%	3%	0%	4%
We have never had this in our town	6%	7%	6%	11%	7%	9%	4%	5%	4%	4%	7%	10%	5%	9%	4%	0%	7%
Don't Know	10%	10%	11%	24%	16%	9%	10%	7%	2%	9%	6%	24%	6%	11%	6%	18%	23%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A war memorial

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	79%	87%	81%	77%	71%	*	*	75%	82%	*	*	92%	78%	88%	77%	91%	77%
We used to have this in our town, but no longer do	4%	2%	3%	9%	1%	*	*	7%	2%	*	*	2%	4%	3%	4%	0%	5%
We have never had this in our town	6%	6%	6%	4%	10%	*	*	5%	7%	*	*	2%	7%	5%	7%	4%	7%
Don't Know	10%	6%	9%	10%	18%	*	*	14%	8%	*	*	5%	11%	4%	12%	5%	11%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A historic monument

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	61%	44%	64%	62%	46%	71%	59%	65%	57%	71%	66%	68%	55%	61%	67%	64%	59%
We used to have this in our town, but no longer do	5%	13%	1%	7%	4%	6%	4%	2%	14%	1%	6%	8%	6%	5%	3%	6%	0%
We have never had this in our town	20%	14%	23%	22%	32%	6%	22%	17%	24%	12%	22%	11%	20%	23%	16%	22%	19%
Don't Know	14%	29%	13%	10%	18%	17%	15%	16%	6%	16%	7%	13%	19%	11%	14%	8%	21%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(44.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A historic monument

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	61%	60%	62%	42%	67%	67%	62%	64%	59%	61%	67%	47%	65%	57%	68%	57%	54%
We used to have this in our town, but no longer do	5%	6%	4%	15%	6%	4%	3%	2%	2%	5%	2%	13%	3%	5%	3%	0%	4%
We have never had this in our town	20%	21%	18%	21%	14%	14%	18%	22%	28%	21%	20%	14%	20%	23%	17%	29%	13%
Don't Know	14%	13%	16%	21%	13%	14%	18%	12%	12%	13%	11%	26%	12%	15%	12%	14%	29%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A historic monument

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	61%	65%	66%	63%	49%	*	*	61%	61%	*	*	62%	61%	65%	60%	64%	61%
We used to have this in our town, but no longer do	5%	3%	3%	5%	8%	*	*	5%	5%	*	*	2%	5%	3%	5%	1%	6%
We have never had this in our town	20%	17%	19%	19%	24%	*	*	19%	20%	*	*	20%	20%	22%	19%	22%	19%
Don't Know	14%	15%	12%	13%	19%	*	*	14%	15%	*	*	16%	14%	10%	16%	13%	15%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A town square / large outdoor shared space for events

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	657	38	132	83	71	42	55	49	35	65	51	36	0	0	167	53	14
Weighted	655	46	120	80	71	46	61	43	30	67	58	32	0	0	156	50	12
We have this in our town	61%	33%	57%	72%	70%	68%	63%	59%	64%	66%	53%	64%	57%	66%	62%	67%	43%
We used to have this in our town, but no longer do	8%	24%	5%	3%	6%	15%	5%	4%	5%	12%	7%	8%	9%	5%	10%	13%	0%
We have never had this in our town	22%	23%	27%	20%	17%	10%	20%	28%	23%	15%	35%	23%	24%	23%	21%	13%	24%
Don't Know	9%	20%	11%	6%	8%	7%	11%	9%	7%	7%	4%	5%	11%	7%	8%	7%	33%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A town square / large outdoor shared space for events

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	323	331	62	90	112	128	108	157	277	268	79	261	169	59	8	72
Weighted	655	326	325	76	119	104	113	110	134	265	265	91	244	179	54	9	77
We have this in our town	61%	62%	60%	57%	58%	69%	66%	60%	57%	60%	63%	62%	61%	58%	66%	51%	60%
We used to have this in our town, but no longer do	8%	8%	7%	8%	18%	5%	7%	5%	4%	7%	6%	14%	7%	12%	2%	0%	8%
We have never had this in our town	22%	25%	20%	16%	14%	20%	21%	24%	34%	25%	24%	11%	25%	25%	28%	10%	14%
Don't Know	9%	5%	12%	19%	9%	6%	7%	11%	5%	7%	6%	13%	7%	5%	3%	38%	19%

*Note:*

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.C) For each of the following, please indicate if you have it in your town, if you used to have it but no longer do, or if you have never had it: A town square / large outdoor shared space for events

	Social Grade					Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
	Total	AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	657	215	167	122	150	0	0	238	419	0	0	72	585	145	512	99	558
Weighted	655	179	158	162	153	0	0	254	401	0	0	77	578	124	531	92	563
We have this in our town	61%	63%	59%	72%	51%	*	*	63%	60%	*	*	64%	61%	59%	62%	65%	61%
We used to have this in our town, but no longer do	8%	4%	11%	8%	10%	*	*	11%	6%	*	*	4%	8%	7%	8%	3%	9%
We have never had this in our town	22%	27%	23%	14%	25%	*	*	19%	24%	*	*	26%	22%	27%	21%	22%	22%
Don't Know	9%	6%	7%	7%	14%	*	*	8%	9%	*	*	7%	9%	6%	9%	10%	8%

Note:

BASE: Those who live in a town

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) How easy or hard is it to get up-to-date news on what’s going on in your local town, city or village?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Very easy	17%	27%	16%	20%	14%	11%	20%	18%	16%	13%	9%	9%	14%	16%	15%	24%	23%
Quite easy	46%	38%	44%	46%	52%	47%	39%	47%	47%	48%	53%	45%	46%	46%	47%	44%	42%
Neither easy nor hard	24%	21%	25%	22%	21%	32%	25%	24%	27%	25%	21%	31%	27%	25%	25%	17%	22%
Quite hard	8%	7%	9%	9%	8%	7%	11%	6%	7%	9%	8%	8%	8%	9%	7%	10%	6%
Very hard	2%	2%	2%	0%	3%	1%	0%	0%	3%	1%	4%	0%	1%	2%	3%	0%	1%
Don't know	4%	5%	3%	3%	3%	3%	5%	4%	1%	4%	6%	7%	4%	3%	4%	4%	6%
Total Easy:	62%	65%	60%	66%	66%	58%	59%	65%	63%	62%	61%	54%	60%	62%	61%	68%	65%
Total Hard:	10%	9%	11%	9%	10%	8%	11%	6%	10%	10%	12%	8%	9%	10%	10%	11%	8%
Net:	53%	56%	49%	57%	56%	50%	48%	59%	53%	52%	49%	46%	51%	52%	52%	57%	57%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) How easy or hard is it to get up-to-date news on what's going on in your local town, city or village?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Very easy	17%	18%	16%	23%	23%	19%	15%	9%	12%	14%	17%	18%	17%	19%	23%	10%	13%
Quite easy	46%	43%	48%	43%	43%	46%	46%	47%	47%	45%	49%	41%	48%	46%	45%	24%	41%
Neither easy nor hard	24%	25%	23%	19%	18%	24%	23%	29%	30%	27%	21%	25%	23%	22%	23%	48%	27%
Quite hard	8%	9%	7%	11%	9%	6%	9%	8%	5%	8%	8%	7%	8%	9%	5%	5%	7%
Very hard	2%	2%	1%	1%	2%	2%	1%	3%	2%	2%	1%	1%	1%	1%	3%	9%	2%
Don't know	4%	3%	5%	3%	5%	3%	6%	4%	3%	3%	3%	8%	3%	4%	1%	5%	10%
Total Easy:	62%	61%	63%	66%	66%	65%	61%	56%	60%	59%	66%	59%	65%	65%	68%	34%	54%
Total Hard:	10%	11%	9%	12%	11%	8%	10%	11%	7%	10%	9%	9%	9%	9%	8%	14%	9%
Net:	53%	50%	55%	53%	55%	57%	51%	45%	53%	49%	58%	51%	56%	55%	60%	21%	45%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.C) How easy or hard is it to get up-to-date news on what's going on in your local town, city or village?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Very easy	17%	16%	17%	17%	17%	23%	12%	18%	16%	11%	22%	13%	17%	19%	16%	12%	17%
Quite easy	46%	47%	44%	48%	43%	41%	47%	47%	45%	50%	44%	47%	45%	48%	45%	50%	45%
Neither easy nor hard	24%	25%	25%	21%	26%	20%	25%	26%	25%	27%	23%	26%	24%	22%	25%	25%	24%
Quite hard	8%	7%	8%	10%	7%	9%	9%	6%	8%	6%	9%	8%	8%	8%	8%	8%	8%
Very hard	2%	2%	1%	3%	2%	2%	2%	1%	1%	2%	0%	1%	2%	2%	2%	1%	2%
Don't know	4%	3%	5%	2%	6%	5%	4%	3%	4%	3%	3%	4%	4%	2%	4%	4%	4%
Total Easy:	62%	64%	61%	65%	60%	64%	60%	65%	61%	62%	66%	61%	62%	66%	61%	62%	62%
Total Hard:	10%	9%	9%	12%	9%	11%	10%	7%	9%	8%	9%	9%	10%	9%	10%	9%	10%
Net:	53%	55%	52%	52%	51%	53%	49%	58%	52%	54%	57%	51%	53%	57%	51%	53%	53%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(47.A) Which of the following sources do you rely on most for news about what’s going on in your local town, city or village? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Local newspaper	32%	35%	31%	39%	39%	24%	32%	27%	25%	36%	34%	19%	34%	30%	34%	32%	36%
Local newsletter	16%	18%	22%	13%	16%	17%	14%	15%	17%	13%	12%	19%	12%	16%	16%	22%	21%
Local TV news	26%	29%	22%	30%	26%	31%	23%	23%	36%	29%	26%	14%	29%	27%	21%	26%	19%
Local radio news	13%	15%	14%	13%	9%	20%	9%	11%	14%	11%	20%	11%	14%	13%	11%	17%	7%
Local news website (eg BBC)	21%	23%	20%	20%	18%	23%	25%	17%	24%	20%	19%	17%	15%	21%	25%	24%	22%
Local social media site (like Facebook)	37%	37%	41%	38%	38%	41%	36%	35%	37%	34%	32%	36%	35%	38%	36%	43%	36%
Local message group (like WhatsApp)	8%	14%	9%	5%	3%	9%	9%	6%	4%	9%	6%	7%	7%	6%	9%	15%	8%
Local web forum	9%	10%	13%	6%	8%	4%	4%	12%	4%	12%	8%	11%	8%	9%	8%	11%	7%
A physical noticeboard (eg in a Post Office / supermarket)	7%	6%	7%	10%	6%	7%	7%	10%	6%	4%	10%	9%	7%	7%	8%	9%	18%
Word of mouth from family and friends	37%	29%	33%	42%	42%	32%	35%	41%	33%	37%	39%	47%	38%	40%	35%	31%	31%
Other, please specify	2%	4%	3%	2%	3%	1%	2%	3%	1%	2%	1%	2%	2%	3%	1%	0%	3%
Don't know	7%	8%	5%	2%	4%	9%	7%	7%	10%	7%	9%	13%	8%	5%	8%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Which of the following sources do you rely on most for news about what's going on in your local town, city or village? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Local newspaper	32%	34%	30%	26%	28%	33%	30%	33%	42%	34%	34%	24%	35%	33%	40%	35%	25%
Local newsletter	16%	17%	15%	17%	16%	14%	10%	20%	20%	16%	16%	15%	19%	14%	15%	20%	11%
Local TV news	26%	29%	24%	29%	25%	25%	26%	28%	26%	27%	27%	23%	27%	29%	21%	16%	22%
Local radio news	13%	15%	11%	11%	14%	16%	13%	9%	15%	15%	13%	11%	15%	13%	12%	28%	12%
Local news website (eg BBC)	21%	26%	16%	30%	25%	19%	18%	19%	15%	15%	24%	22%	16%	26%	24%	8%	20%
Local social media site (like Facebook)	37%	28%	45%	45%	46%	48%	37%	25%	23%	35%	37%	40%	34%	40%	37%	27%	41%
Local message group (like WhatsApp)	8%	9%	7%	12%	9%	8%	8%	4%	7%	7%	9%	5%	7%	10%	10%	2%	4%
Local web forum	9%	10%	8%	10%	8%	7%	8%	8%	11%	8%	11%	7%	10%	8%	13%	3%	6%
A physical noticeboard (eg in a Post Office / supermarket)	7%	8%	6%	10%	8%	7%	6%	7%	6%	7%	8%	10%	6%	7%	8%	3%	9%
Word of mouth from family and friends	37%	35%	38%	33%	38%	37%	35%	35%	39%	37%	38%	29%	40%	38%	30%	46%	32%
Other, please specify	2%	2%	2%	1%	1%	2%	2%	3%	4%	3%	2%	2%	3%	2%	3%	5%	1%
Don't know	7%	7%	7%	8%	7%	7%	8%	7%	5%	7%	5%	12%	5%	6%	5%	5%	13%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) Which of the following sources do you rely on most for news about what's going on in your local town, city or village? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Local newspaper	32%	35%	32%	33%	29%	31%	31%	34%	39%	25%	31%	33%	32%	36%	31%	38%	31%
Local newsletter	16%	18%	16%	16%	14%	13%	16%	15%	14%	22%	25%	15%	16%	21%	15%	13%	17%
Local TV news	26%	23%	28%	29%	25%	36%	27%	25%	21%	18%	20%	28%	26%	27%	26%	26%	26%
Local radio news	13%	14%	12%	15%	12%	15%	12%	17%	13%	8%	13%	17%	13%	16%	13%	15%	13%
Local news website (eg BBC)	21%	22%	21%	19%	20%	27%	24%	22%	13%	14%	15%	15%	21%	16%	22%	16%	21%
Local social media site (like Facebook)	37%	39%	36%	35%	38%	34%	34%	36%	43%	40%	33%	31%	38%	36%	37%	30%	38%
Local message group (like WhatsApp)	8%	10%	8%	7%	8%	11%	7%	6%	5%	9%	11%	6%	8%	9%	8%	7%	8%
Local web forum	9%	10%	7%	10%	8%	9%	11%	7%	7%	8%	9%	7%	9%	9%	9%	7%	9%
A physical noticeboard (eg in a Post Office / supermarket)	7%	7%	5%	7%	10%	9%	4%	5%	9%	11%	7%	6%	8%	7%	8%	4%	8%
Word of mouth from family and friends	37%	34%	38%	37%	38%	29%	36%	38%	42%	40%	39%	45%	36%	36%	37%	44%	35%
Other, please specify	2%	2%	3%	2%	2%	1%	2%	2%	2%	4%	1%	2%	2%	2%	2%	4%	2%
Don't know	7%	4%	8%	7%	8%	8%	7%	5%	7%	7%	7%	6%	7%	5%	8%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Thinking back 20 years, which of the following sources did you rely on most for news on your local town, city or village? If you have moved in the last 20 years, please answer by thinking about where you lived 20 years ago. Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Local newspaper	47%	34%	51%	52%	56%	42%	42%	46%	51%	53%	53%	34%	47%	47%	48%	42%	40%
Local newsletter	16%	22%	17%	17%	13%	21%	18%	12%	16%	11%	15%	15%	13%	17%	16%	23%	24%
Local TV news	25%	21%	23%	28%	26%	32%	24%	23%	37%	30%	17%	21%	26%	26%	22%	23%	18%
Local radio news	14%	12%	13%	18%	12%	22%	17%	11%	20%	15%	15%	8%	14%	15%	12%	18%	15%
Local news website (eg BBC)	8%	13%	8%	6%	6%	7%	9%	9%	10%	7%	6%	5%	7%	7%	9%	15%	8%
Local social media site (like Facebook)	7%	15%	4%	7%	3%	7%	5%	6%	4%	5%	5%	9%	5%	6%	5%	14%	15%
Local message group (like WhatsApp)	3%	6%	3%	2%	1%	3%	2%	1%	1%	3%	0%	3%	2%	2%	2%	6%	8%
Local web forum	3%	5%	4%	3%	1%	2%	5%	2%	5%	3%	2%	6%	2%	3%	2%	8%	8%
A physical noticeboard (eg in a Post Office / supermarket)	11%	14%	12%	10%	11%	10%	6%	9%	5%	9%	12%	16%	9%	12%	10%	11%	21%
Word of mouth from family and friends	34%	25%	32%	37%	36%	30%	31%	40%	36%	36%	37%	42%	37%	34%	33%	29%	22%
Other, please specify	1%	1%	2%	1%	1%	0%	0%	2%	1%	0%	1%	0%	1%	1%	1%	0%	0%
Not applicable - I was too young for this to be relevant	9%	12%	9%	6%	12%	8%	10%	13%	5%	7%	11%	7%	7%	12%	10%	9%	10%
Don't know	12%	12%	12%	12%	8%	13%	13%	9%	9%	14%	10%	19%	13%	10%	14%	10%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Thinking back 20 years, which of the following sources did you rely on most for news on your local town, city or village? If you have moved in the last 20 years, please answer by thinking about where you lived 20 years ago. Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Local newspaper	47%	47%	46%	24%	35%	41%	49%	57%	69%	53%	50%	32%	55%	43%	58%	57%	35%
Local newsletter	16%	18%	14%	20%	20%	13%	15%	16%	16%	16%	18%	13%	18%	18%	13%	8%	10%
Local TV news	25%	25%	25%	20%	22%	25%	28%	29%	24%	26%	27%	17%	26%	27%	25%	33%	20%
Local radio news	14%	17%	12%	15%	15%	17%	13%	13%	15%	16%	14%	12%	15%	16%	17%	40%	11%
Local news website (eg BBC)	8%	11%	6%	13%	8%	13%	8%	6%	4%	7%	10%	8%	7%	11%	11%	5%	7%
Local social media site (like Facebook)	7%	9%	4%	16%	9%	10%	4%	1%	1%	4%	9%	6%	5%	10%	7%	6%	2%
Local message group (like WhatsApp)	3%	4%	2%	6%	4%	4%	3%	1%	0%	2%	3%	4%	2%	5%	1%	0%	3%
Local web forum	3%	5%	2%	7%	6%	5%	1%	0%	1%	2%	4%	4%	2%	6%	3%	0%	1%
A physical noticeboard (eg in a Post Office / supermarket)	11%	10%	11%	11%	13%	9%	9%	9%	13%	11%	11%	11%	11%	11%	13%	3%	8%
Word of mouth from family and friends	34%	32%	35%	27%	31%	33%	35%	37%	38%	37%	34%	27%	38%	33%	32%	39%	27%
Other, please specify	1%	1%	1%	1%	0%	0%	0%	1%	2%	1%	0%	2%	1%	0%	0%	0%	2%
Not applicable - I was too young for this to be relevant	9%	7%	11%	24%	21%	8%	4%	3%	0%	6%	8%	12%	4%	12%	7%	0%	13%
Don't know	12%	10%	13%	10%	13%	14%	13%	11%	10%	11%	9%	21%	10%	9%	8%	5%	23%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.C) Thinking back 20 years, which of the following sources did you rely on most for news on your local town, city or village? If you have moved in the last 20 years, please answer by thinking about where you lived 20 years ago Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Local newspaper	47%	54%	52%	41%	39%	35%	51%	53%	51%	48%	44%	54%	46%	58%	44%	52%	46%
Local newsletter	16%	19%	16%	19%	13%	16%	14%	15%	15%	22%	23%	16%	16%	19%	16%	17%	16%
Local TV news	25%	23%	27%	24%	24%	29%	29%	24%	20%	18%	24%	27%	25%	26%	25%	24%	25%
Local radio news	14%	13%	13%	20%	13%	18%	13%	15%	13%	13%	13%	21%	14%	11%	15%	15%	14%
Local news website (eg BBC)	8%	10%	7%	5%	11%	14%	7%	10%	5%	4%	8%	6%	9%	7%	9%	6%	9%
Local social media site (like Facebook)	7%	6%	4%	6%	10%	11%	6%	8%	5%	3%	1%	2%	7%	6%	7%	3%	7%
Local message group (like WhatsApp)	3%	3%	2%	3%	3%	6%	3%	2%	2%	0%	0%	1%	3%	3%	3%	2%	3%
Local web forum	3%	4%	1%	4%	3%	6%	2%	3%	4%	1%	1%	1%	3%	3%	3%	2%	3%
A physical noticeboard (eg in a Post Office / supermarket)	11%	12%	11%	10%	9%	8%	8%	9%	15%	12%	16%	7%	11%	14%	10%	8%	11%
Word of mouth from family and friends	34%	35%	36%	30%	34%	28%	31%	33%	37%	44%	35%	39%	33%	36%	33%	43%	32%
Other, please specify	1%	0%	1%	1%	1%	1%	0%	0%	2%	1%	0%	2%	1%	1%	1%	1%	1%
Not applicable - I was too young for this to be relevant	9%	7%	10%	10%	11%	14%	9%	8%	7%	7%	11%	4%	10%	4%	11%	3%	10%
Don't know	12%	8%	11%	14%	14%	12%	11%	12%	12%	12%	10%	13%	12%	8%	13%	15%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Which of the following is most important in how you identify personally? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPH)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
The UK	19%	22%	18%	19%	21%	19%	22%	18%	20%	17%	18%	12%	17%	20%	19%	19%	13%
My nation (England, Scotland, Wales, Northern Ireland)	23%	18%	21%	25%	20%	20%	20%	20%	20%	22%	43%	32%	25%	23%	22%	20%	22%
My county	12%	11%	7%	12%	11%	11%	14%	23%	14%	9%	9%	9%	15%	9%	10%	12%	4%
My nearest big city	5%	6%	3%	3%	3%	9%	4%	5%	7%	9%	4%	5%	4%	6%	5%	7%	5%
The town, city or village I live in	19%	15%	20%	21%	20%	19%	15%	22%	22%	23%	16%	20%	22%	18%	19%	19%	9%
How I voted or would have voted in the EU referendum	7%	8%	10%	7%	11%	5%	3%	2%	3%	7%	6%	6%	4%	6%	8%	7%	15%
My religion	9%	17%	7%	3%	4%	8%	10%	6%	11%	11%	7%	12%	5%	10%	9%	15%	20%
My political allegiance	7%	7%	8%	9%	8%	6%	6%	6%	5%	5%	7%	6%	5%	6%	10%	8%	15%
The country my family originally moved to the UK from	5%	14%	5%	2%	4%	3%	4%	3%	4%	4%	2%	5%	3%	4%	7%	10%	10%
My town or nearest town	8%	8%	11%	7%	11%	5%	7%	9%	11%	8%	7%	7%	8%	9%	9%	8%	4%
My regional identity (the East Midlands, the South West etc)	11%	11%	9%	15%	9%	12%	13%	16%	25%	8%	9%	11%	10%	14%	11%	8%	21%
My favourite sports team	11%	12%	10%	12%	3%	15%	14%	10%	8%	15%	9%	7%	11%	9%	12%	12%	11%
My hobby / pastime	19%	16%	26%	22%	22%	22%	19%	21%	16%	14%	15%	21%	15%	20%	22%	22%	23%
My favourite band / type of music	10%	8%	10%	9%	9%	8%	14%	10%	6%	10%	10%	13%	9%	11%	9%	10%	9%
My gender	23%	22%	27%	24%	24%	26%	26%	15%	20%	26%	18%	27%	26%	23%	23%	23%	18%
My ethnicity	16%	22%	17%	17%	12%	23%	19%	11%	12%	16%	9%	10%	14%	15%	18%	17%	17%
My sexual orientation	7%	7%	9%	11%	1%	9%	7%	5%	11%	7%	7%	8%	8%	7%	6%	9%	4%
Other, please specify	2%	1%	4%	3%	4%	1%	1%	4%	2%	1%	4%	0%	1%	3%	3%	3%	3%
Don't know	11%	10%	8%	9%	18%	7%	9%	12%	13%	14%	11%	9%	14%	11%	10%	6%	4%
Prefer not to say	2%	2%	2%	1%	2%	4%	3%	3%	0%	2%	5%	4%	2%	2%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Which of the following is most important in how you identify personally? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
The UK	19%	21%	17%	15%	15%	20%	21%	21%	22%	22%	17%	18%	25%	15%	24%	9%	13%
My nation (England, Scotland, Wales, Northern Ireland)	23%	23%	24%	17%	15%	16%	21%	29%	39%	29%	22%	14%	31%	13%	28%	30%	16%
My county	12%	13%	10%	10%	9%	9%	11%	12%	17%	17%	8%	8%	17%	9%	11%	9%	5%
My nearest big city	5%	6%	4%	9%	6%	5%	4%	4%	5%	4%	6%	4%	4%	6%	4%	4%	4%
The town, city or village I live in	19%	18%	21%	15%	16%	18%	15%	19%	29%	22%	19%	12%	23%	18%	19%	12%	15%
How I voted or would have voted in the EU referendum	7%	8%	6%	4%	3%	5%	8%	9%	11%	6%	9%	3%	7%	8%	14%	11%	2%
My religion	9%	11%	8%	17%	9%	7%	5%	5%	11%	7%	11%	10%	8%	10%	14%	6%	6%
My political allegiance	7%	8%	6%	6%	7%	5%	9%	8%	7%	6%	10%	2%	5%	13%	7%	4%	2%
The country my family originally moved to the UK from	5%	6%	4%	12%	7%	7%	4%	1%	1%	3%	6%	7%	3%	7%	6%	2%	8%
My town or nearest town	8%	8%	9%	10%	7%	7%	8%	9%	9%	9%	8%	5%	10%	7%	10%	5%	5%
My regional identity (the East Midlands, the South West etc)	11%	11%	12%	7%	10%	11%	11%	13%	15%	14%	12%	5%	14%	12%	16%	17%	5%
My favourite sports team	11%	18%	4%	13%	11%	11%	9%	13%	9%	10%	12%	10%	12%	11%	10%	3%	7%
My hobby / pastime	19%	19%	19%	27%	29%	20%	16%	15%	12%	18%	19%	21%	17%	23%	16%	31%	19%
My favourite band / type of music	10%	10%	9%	14%	14%	10%	12%	6%	4%	8%	10%	12%	6%	12%	11%	4%	12%
My gender	23%	16%	30%	27%	22%	24%	20%	24%	23%	23%	22%	23%	24%	23%	21%	22%	24%
My ethnicity	16%	17%	15%	22%	21%	19%	12%	9%	12%	14%	16%	19%	15%	19%	12%	16%	17%
My sexual orientation	7%	9%	6%	14%	10%	8%	6%	5%	3%	7%	7%	10%	6%	10%	6%	3%	8%
Other, please specify	2%	2%	2%	1%	2%	2%	2%	5%	2%	2%	2%	2%	2%	2%	2%	8%	2%
Don't know	11%	8%	13%	6%	11%	13%	15%	12%	8%	9%	11%	18%	7%	11%	6%	18%	22%
Prefer not to say	2%	2%	3%	2%	2%	4%	3%	1%	2%	2%	2%	4%	2%	2%	1%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(49.C) Which of the following is most important in how you identify personally? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
The UK	19%	20%	18%	18%	20%	18%	20%	20%	17%	19%	24%	23%	19%	26%	17%	23%	18%
My nation (England, Scotland, Wales, Northern Ireland)	23%	25%	27%	22%	20%	19%	24%	25%	24%	23%	30%	29%	23%	33%	21%	30%	22%
My county	12%	11%	11%	12%	12%	11%	10%	12%	12%	12%	18%	22%	10%	15%	11%	13%	11%
My nearest big city	5%	4%	6%	6%	5%	8%	7%	4%	2%	3%	1%	1%	6%	6%	5%	4%	5%
The town, city or village I live in	19%	20%	18%	20%	18%	19%	17%	15%	20%	25%	22%	27%	18%	21%	19%	26%	18%
How I voted or would have voted in the EU referendum	7%	10%	7%	5%	5%	5%	6%	8%	8%	8%	3%	7%	7%	7%	7%	8%	7%
My religion	9%	11%	9%	8%	8%	13%	9%	8%	7%	8%	5%	7%	9%	9%	9%	6%	10%
My political allegiance	7%	10%	6%	4%	7%	8%	6%	9%	6%	8%	4%	4%	7%	7%	7%	4%	7%
The country my family originally moved to the UK from	5%	4%	5%	7%	5%	10%	4%	6%	3%	1%	4%	1%	6%	4%	6%	1%	6%
My town or nearest town	8%	7%	9%	9%	8%	7%	6%	12%	10%	10%	6%	10%	8%	11%	8%	9%	8%
My regional identity (the East Midlands, the South West etc)	11%	12%	12%	13%	10%	9%	13%	9%	12%	15%	8%	15%	11%	14%	11%	19%	10%
My favourite sports team	11%	11%	13%	10%	8%	11%	14%	13%	9%	7%	5%	9%	11%	14%	10%	9%	11%
My hobby / pastime	19%	22%	19%	18%	18%	18%	18%	17%	22%	22%	21%	13%	20%	18%	20%	16%	20%
My favourite band / type of music	10%	8%	10%	11%	10%	11%	10%	8%	9%	10%	6%	9%	10%	4%	11%	6%	10%
My gender	23%	26%	23%	19%	25%	22%	25%	27%	22%	21%	27%	23%	23%	25%	23%	23%	23%
My ethnicity	16%	14%	16%	18%	16%	22%	12%	15%	17%	11%	17%	17%	16%	15%	16%	13%	16%
My sexual orientation	7%	5%	6%	7%	12%	11%	6%	8%	7%	5%	8%	9%	7%	5%	8%	5%	8%
Other, please specify	2%	3%	2%	2%	3%	1%	3%	2%	2%	4%	3%	3%	2%	2%	3%	3%	2%
Don't know	11%	9%	10%	11%	14%	9%	13%	8%	12%	12%	11%	7%	11%	7%	12%	10%	11%
Prefer not to say	2%	2%	3%	3%	2%	4%	1%	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Now thinking just about your local identity - where you feel you come from - which of the following is most important in how you think about your local identity? Please select one.

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
The town, city or village I live in	31%	30%	33%	31%	31%	38%	27%	30%	20%	28%	37%	30%	31%	33%	28%	32%	33%
My county	21%	23%	20%	21%	16%	23%	26%	29%	9%	16%	20%	20%	21%	19%	21%	22%	19%
My region (North East etc)	20%	17%	14%	22%	18%	14%	13%	21%	57%	28%	18%	21%	21%	21%	22%	16%	19%
The particular part of my town, city or village live in	11%	15%	10%	8%	14%	10%	13%	7%	5%	11%	8%	13%	10%	11%	10%	14%	7%
Other, please specify	3%	2%	5%	3%	4%	4%	4%	2%	2%	2%	4%	5%	3%	2%	5%	5%	7%
Don't know	14%	13%	17%	15%	17%	11%	17%	11%	7%	15%	13%	12%	15%	14%	14%	12%	15%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Now thinking just about your local identity - where you feel you come from - which of the following is most important in how you think about your local identity? Please select one.

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
The town, city or village I live in	31%	31%	31%	26%	33%	33%	27%	32%	33%	33%	31%	27%	33%	33%	25%	13%	28%
My county	21%	23%	19%	27%	22%	21%	20%	17%	19%	22%	19%	22%	22%	20%	20%	28%	20%
My region (North East etc)	20%	21%	20%	19%	16%	18%	22%	22%	23%	20%	22%	17%	19%	21%	30%	33%	19%
The particular part of my town, city or village live in	11%	10%	12%	14%	14%	14%	10%	7%	8%	10%	12%	9%	11%	13%	10%	16%	6%
Other, please specify	3%	3%	3%	1%	1%	2%	3%	5%	7%	4%	3%	2%	4%	2%	6%	0%	2%
Don't know	14%	12%	16%	13%	14%	12%	18%	17%	11%	11%	13%	24%	10%	11%	8%	11%	26%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.C) Now thinking just about your local identity - where you feel you come from - which of the following is most important in how you think about your local identity? Please select one.

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
The town, city or village I live in	31%	33%	34%	28%	28%	31%	34%	28%	30%	30%	28%	29%	31%	35%	30%	29%	31%
My county	21%	20%	19%	24%	21%	23%	16%	27%	21%	20%	22%	27%	20%	20%	21%	19%	21%
My region (North East etc)	20%	20%	19%	23%	19%	17%	23%	21%	20%	18%	21%	22%	20%	18%	21%	23%	20%
The particular part of my town, city or village live in	11%	10%	13%	12%	9%	14%	11%	9%	8%	11%	11%	8%	11%	13%	10%	12%	11%
Other, please specify	3%	6%	3%	1%	3%	2%	3%	3%	5%	4%	4%	3%	3%	4%	3%	4%	3%
Don't know	14%	12%	13%	12%	19%	14%	13%	13%	15%	17%	14%	10%	14%	10%	15%	12%	14%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) Do local people in your area have a distinctive accent, different from those in other parts of the country?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
No	41%	47%	67%	32%	59%	44%	32%	21%	16%	35%	35%	25%	43%	42%	40%	41%	30%
Yes	49%	40%	24%	62%	30%	39%	59%	69%	73%	55%	55%	60%	46%	48%	50%	52%	51%
Don't know	10%	12%	9%	6%	11%	17%	9%	9%	11%	10%	10%	14%	11%	10%	10%	8%	19%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Do local people in your area have a distinctive accent, different from those in other parts of the country?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
No	41%	42%	40%	41%	37%	38%	38%	40%	50%	43%	42%	37%	45%	39%	49%	42%	34%
Yes	49%	48%	49%	46%	51%	51%	52%	50%	43%	48%	49%	47%	45%	52%	45%	54%	50%
Don't know	10%	10%	11%	12%	12%	12%	11%	10%	7%	9%	9%	16%	9%	10%	6%	5%	16%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) Do local people in your area have a distinctive accent, different from those in other parts of the country?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
No	41%	46%	42%	39%	37%	32%	40%	46%	46%	45%	42%	43%	41%	51%	39%	41%	41%
Yes	49%	46%	48%	51%	51%	55%	52%	43%	45%	43%	48%	47%	49%	42%	50%	50%	48%
Don't know	10%	8%	11%	10%	13%	13%	9%	11%	9%	12%	10%	9%	11%	8%	11%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Thinking about the statues and monuments in your local town, city or village - which are designed to commemorate historic people or events - which one of the following comes closest to your view?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
We should keep them all up with no changes	47%	40%	49%	52%	51%	42%	45%	53%	41%	49%	45%	40%	54%	49%	39%	38%	43%
We should keep them all up, but have plaques explaining historical context if some of them commemorate people or events we now consider immoral	33%	36%	30%	31%	32%	35%	30%	29%	38%	32%	33%	35%	27%	32%	36%	42%	44%
We should actively remove all those which commemorate people or events we now consider immoral	9%	10%	10%	9%	5%	8%	9%	5%	13%	9%	9%	10%	6%	7%	14%	12%	2%
None of the above	4%	5%	5%	2%	5%	4%	4%	4%	3%	2%	7%	6%	4%	5%	4%	3%	4%
Don't know	8%	9%	6%	6%	8%	11%	12%	9%	4%	7%	7%	10%	10%	7%	7%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Thinking about the statues and monuments in your local town, city or village - which are designed to commemorate historic people or events - which one of the following comes closest to your view?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
We should keep them all up with no changes	47%	49%	45%	39%	35%	45%	44%	51%	62%	61%	38%	39%	62%	36%	42%	61%	41%
We should keep them all up, but have plaques explaining historical context if some of them commemorate people or events we now consider immoral	33%	31%	34%	31%	37%	34%	33%	35%	26%	25%	40%	30%	28%	38%	41%	30%	28%
We should actively remove all those which commemorate people or events we now consider immoral	9%	9%	8%	14%	14%	8%	8%	5%	4%	4%	11%	11%	3%	15%	6%	7%	8%
None of the above	4%	5%	4%	3%	4%	5%	5%	4%	4%	5%	4%	3%	3%	3%	3%	0%	4%
Don't know	8%	7%	9%	13%	9%	8%	10%	5%	5%	5%	6%	17%	4%	7%	8%	2%	18%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(52.C) Thinking about the statues and monuments in your local town, city or village - which are designed to commemorate historic people or events - which one of the following comes closest to your view?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
We should keep them all up with no changes	47%	47%	41%	50%	47%	38%	46%	46%	54%	51%	52%	69%	44%	60%	43%	61%	45%
We should keep them all up, but have plaques explaining historical context if some of them commemorate people or events we now consider immoral	33%	36%	37%	28%	28%	35%	34%	31%	29%	31%	34%	21%	34%	31%	33%	29%	33%
We should actively remove all those which commemorate people or events we now consider immoral	9%	8%	9%	8%	8%	12%	9%	10%	6%	5%	4%	1%	9%	3%	10%	3%	9%
None of the above	4%	3%	5%	5%	5%	4%	3%	5%	5%	6%	6%	2%	5%	3%	5%	2%	5%
Don't know	8%	5%	8%	8%	10%	11%	8%	8%	7%	7%	4%	7%	8%	3%	9%	5%	8%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) Has the town, city or village where you live gotten better or worse as a result of Covid and the series of lockdowns, or has it not been affected?

	Total	Region										Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
It has gotten much better	4%	13%	2%	2%	3%	1%	6%	4%	2%	2%	3%	1%	2%	4%	3%	11%	10%
It has gotten a little better	12%	18%	11%	11%	6%	20%	9%	12%	13%	12%	12%	10%	10%	10%	13%	20%	25%
It has not been affected	36%	31%	36%	47%	43%	35%	35%	37%	36%	35%	35%	32%	38%	38%	38%	26%	24%
It has gotten a little worse	30%	23%	33%	30%	30%	29%	29%	30%	35%	30%	35%	34%	31%	32%	29%	28%	30%
It has gotten much worse	6%	6%	6%	4%	6%	6%	3%	8%	5%	7%	9%	11%	7%	7%	4%	4%	6%
Don't know	11%	10%	11%	7%	12%	9%	17%	9%	9%	14%	7%	12%	12%	9%	13%	10%	4%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) Has the town, city or village where you live gotten better or worse as a result of Covid and the series of lockdowns, or has it not been affected?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
It has gotten much better	4%	7%	2%	12%	5%	7%	2%	1%	1%	4%	5%	2%	3%	5%	7%	6%	1%
It has gotten a little better	12%	13%	12%	20%	20%	15%	9%	6%	6%	10%	14%	16%	11%	16%	14%	6%	11%
It has not been affected	36%	37%	36%	24%	30%	33%	38%	41%	47%	42%	33%	33%	44%	29%	34%	45%	34%
It has gotten a little worse	30%	31%	29%	23%	29%	29%	31%	35%	33%	30%	31%	29%	28%	31%	34%	31%	30%
It has gotten much worse	6%	5%	8%	7%	8%	5%	7%	7%	5%	6%	6%	4%	5%	8%	3%	6%	6%
Don't know	11%	9%	13%	15%	9%	11%	12%	11%	9%	8%	11%	16%	8%	11%	7%	5%	18%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.C) Has the town, city or village where you live gotten better or worse as a result of Covid and the series of lockdowns, or has it not been affected?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
It has gotten much better	4%	5%	3%	3%	5%	10%	1%	4%	1%	4%	6%	1%	5%	4%	4%	1%	5%
It has gotten a little better	12%	14%	12%	14%	10%	18%	11%	12%	10%	10%	14%	7%	13%	14%	12%	8%	13%
It has not been affected	36%	37%	37%	39%	33%	24%	37%	32%	40%	53%	38%	47%	35%	45%	34%	41%	36%
It has gotten a little worse	30%	29%	32%	27%	32%	30%	35%	34%	30%	19%	29%	31%	30%	25%	31%	35%	29%
It has gotten much worse	6%	5%	5%	8%	7%	7%	6%	10%	7%	3%	3%	7%	6%	4%	7%	7%	6%
Don't know	11%	11%	11%	9%	13%	12%	10%	9%	12%	12%	10%	8%	11%	8%	12%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) You said the place where you live had been negatively affected by Covid and the series of lockdowns. Which of the following best explains how? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	728	80	115	63	62	46	58	66	41	76	72	49	0	0	154	81	20
Weighted	728	83	106	56	67	50	60	62	34	83	81	47	0	0	152	78	16
Crime and anti-social behaviour has risen	26%	32%	26%	25%	29%	31%	29%	25%	25%	34%	16%	12%	31%	26%	21%	25%	11%
Local restaurants and cafes have closed	31%	36%	30%	17%	29%	19%	38%	28%	39%	31%	44%	29%	26%	32%	34%	41%	43%
Local employers have closed	25%	13%	28%	27%	17%	27%	28%	29%	38%	23%	26%	29%	23%	25%	28%	28%	18%
Local high street shops have closed	55%	54%	59%	51%	58%	57%	54%	52%	55%	60%	47%	56%	54%	60%	49%	49%	60%
Community spirit has been damaged	18%	21%	15%	15%	11%	21%	20%	21%	22%	17%	19%	26%	18%	15%	24%	17%	18%
It is harder to drive around because traffic is worse	9%	13%	9%	11%	4%	6%	10%	13%	5%	7%	6%	6%	12%	5%	9%	11%	0%
Local events have been cancelled	33%	20%	34%	48%	37%	40%	29%	32%	17%	32%	30%	42%	24%	36%	30%	36%	50%
It is harder to access healthcare	46%	45%	51%	40%	55%	37%	44%	42%	37%	47%	51%	51%	48%	47%	49%	35%	43%
Local services like libraries have reduced hours	15%	13%	15%	14%	17%	12%	14%	11%	17%	14%	23%	19%	15%	16%	16%	11%	36%
People have left the area	4%	18%	2%	4%	0%	8%	5%	2%	6%	0%	1%	4%	5%	4%	4%	7%	0%
Schools in the area have gotten worse	5%	7%	6%	3%	7%	9%	1%	3%	6%	3%	5%	3%	4%	5%	6%	7%	0%
Other, please specify	2%	1%	1%	4%	4%	0%	2%	1%	3%	3%	2%	0%	2%	1%	2%	2%	4%
Don't know	1%	1%	0%	0%	0%	2%	0%	0%	5%	4%	1%	0%	2%	1%	1%	1%	0%

Note:

BASE: Those who say their area has been negatively affected

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) You said the place where you live had been negatively affected by Covid and the series of lockdowns. Which of the following best explains how? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	728	342	383	68	95	120	150	110	185	289	317	82	259	205	61	11	84
Weighted	728	351	375	82	125	117	131	116	157	280	321	84	245	217	57	9	86
Crime and anti-social behaviour has risen	26%	26%	27%	30%	39%	27%	24%	19%	21%	26%	23%	36%	28%	25%	19%	15%	38%
Local restaurants and cafes have closed	31%	29%	33%	37%	30%	30%	31%	31%	31%	28%	33%	32%	30%	28%	35%	34%	30%
Local employers have closed	25%	23%	27%	23%	28%	33%	30%	18%	19%	21%	30%	23%	24%	28%	17%	21%	24%
Local high street shops have closed	55%	50%	60%	48%	41%	49%	56%	68%	64%	60%	54%	50%	60%	52%	59%	43%	56%
Community spirit has been damaged	18%	20%	17%	34%	28%	17%	13%	16%	10%	14%	20%	23%	10%	26%	14%	21%	16%
It is harder to drive around because traffic is worse	9%	11%	7%	12%	9%	8%	8%	7%	9%	8%	10%	7%	8%	12%	8%	0%	6%
Local events have been cancelled	33%	32%	34%	17%	30%	33%	37%	34%	38%	32%	35%	26%	33%	31%	32%	37%	25%
It is harder to access healthcare	46%	46%	47%	39%	39%	42%	43%	55%	56%	52%	45%	39%	51%	45%	47%	55%	46%
Local services like libraries have reduced hours	15%	17%	14%	13%	13%	14%	10%	21%	20%	16%	16%	12%	15%	16%	12%	31%	13%
People have left the area	4%	7%	2%	9%	8%	6%	4%	1%	1%	3%	4%	7%	4%	6%	2%	0%	4%
Schools in the area have gotten worse	5%	5%	5%	11%	3%	6%	6%	2%	3%	5%	6%	2%	4%	6%	3%	11%	5%
Other, please specify	2%	3%	1%	0%	2%	0%	1%	3%	4%	1%	3%	0%	2%	1%	7%	0%	0%
Don't know	1%	0%	2%	0%	1%	5%	1%	0%	0%	1%	0%	4%	1%	1%	0%	0%	4%

Note:

BASE: Those who say their area has been negatively affected

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) You said the place where you live had been negatively affected by Covid and the series of lockdowns. Which of the following best explains how? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	728	214	204	115	190	153	219	102	157	60	37	75	653	133	595	107	621
Weighted	728	184	190	151	198	169	210	109	148	56	36	79	649	114	614	105	623
Crime and anti-social behaviour has risen	26%	20%	17%	32%	35%	29%	26%	27%	25%	22%	25%	44%	24%	19%	28%	31%	25%
Local restaurants and cafes have closed	31%	37%	33%	31%	25%	34%	30%	34%	32%	23%	30%	19%	33%	36%	31%	29%	32%
Local employers have closed	25%	20%	27%	26%	27%	27%	25%	26%	26%	14%	24%	22%	25%	25%	25%	20%	26%
Local high street shops have closed	55%	56%	61%	44%	56%	46%	64%	57%	54%	55%	43%	66%	54%	61%	54%	63%	54%
Community spirit has been damaged	18%	17%	16%	22%	19%	25%	17%	13%	13%	28%	19%	8%	20%	12%	19%	5%	20%
It is harder to drive around because traffic is worse	9%	9%	8%	9%	8%	14%	8%	9%	3%	5%	11%	6%	9%	7%	9%	4%	9%
Local events have been cancelled	33%	41%	28%	26%	35%	26%	30%	32%	40%	42%	34%	35%	32%	32%	33%	36%	32%
It is harder to access healthcare	46%	42%	52%	47%	44%	42%	48%	44%	48%	51%	48%	51%	46%	52%	45%	60%	44%
Local services like libraries have reduced hours	15%	19%	16%	15%	12%	12%	15%	14%	17%	19%	23%	11%	16%	18%	15%	14%	16%
People have left the area	4%	3%	4%	4%	7%	8%	4%	4%	2%	2%	4%	4%	4%	2%	5%	2%	5%
Schools in the area have gotten worse	5%	6%	2%	7%	6%	5%	4%	10%	4%	2%	2%	1%	5%	5%	5%	2%	5%
Other, please specify	2%	3%	2%	2%	0%	2%	2%	4%	1%	4%	0%	0%	2%	3%	2%	1%	2%
Don't know	1%	0%	1%	3%	1%	2%	1%	0%	1%	0%	3%	2%	1%	0%	1%	1%	1%

Note:

BASE: Those who say their area has been negatively affected

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) You said the place where you live had been positively affected by Covid and the series of lockdowns. Which of the following best explains how? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	310	81	37	21	15	25	23	29	13	28	24	14	0	0	77	72	17
Weighted	332	89	36	21	16	30	29	27	12	32	28	11	0	0	74	75	15
New people have moved to the area	20%	25%	10%	7%	34%	22%	33%	21%	27%	10%	9%	14%	8%	20%	19%	25%	46%
New employers have opened in the area	15%	18%	13%	2%	37%	17%	5%	12%	12%	14%	21%	12%	16%	12%	16%	14%	38%
New cafes and restaurants have opened	27%	27%	32%	20%	9%	30%	20%	22%	21%	47%	22%	31%	20%	31%	36%	22%	24%
The environment has improved locally	32%	36%	27%	29%	20%	31%	29%	41%	75%	21%	26%	32%	37%	31%	27%	37%	28%
The high street has improved	28%	32%	46%	6%	21%	24%	30%	19%	39%	29%	33%	9%	27%	25%	30%	36%	10%
Community spirit has improved	48%	41%	44%	54%	72%	46%	47%	59%	43%	48%	51%	68%	48%	55%	47%	40%	51%
It is easier to drive around because traffic is better	18%	22%	18%	19%	11%	15%	29%	16%	6%	19%	15%	11%	6%	13%	20%	34%	31%
Housing is cheaper	11%	14%	11%	0%	7%	6%	26%	8%	15%	3%	14%	11%	6%	14%	9%	14%	19%
It is generally quieter	32%	35%	36%	39%	40%	39%	17%	24%	25%	29%	24%	61%	30%	30%	30%	37%	41%
Other, please specify	1%	2%	1%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	1%	0%
Don't know	1%	2%	0%	6%	0%	3%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%	0%

Note:

BASE: Those who say their area has got better since Covid

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(55.B) You said the place where you live had been positively affected by Covid and the series of lockdowns. Which of the following best explains how? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	310	167	141	68	63	84	43	16	36	99	152	38	110	97	35	3	25
Weighted	332	190	139	89	85	75	38	19	27	102	157	46	103	116	32	3	29
New people have moved to the area	20%	17%	24%	26%	22%	21%	12%	0%	14%	18%	19%	25%	23%	18%	29%	13%	3%
New employers have opened in the area	15%	15%	15%	13%	19%	19%	14%	10%	6%	12%	17%	19%	12%	23%	17%	0%	13%
New cafes and restaurants have opened	27%	25%	29%	31%	29%	20%	31%	23%	21%	21%	26%	33%	24%	26%	28%	64%	32%
The environment has improved locally	32%	33%	30%	40%	37%	29%	25%	13%	28%	26%	36%	28%	32%	33%	25%	87%	42%
The high street has improved	28%	33%	23%	34%	23%	30%	32%	22%	22%	26%	31%	28%	29%	23%	43%	0%	38%
Community spirit has improved	48%	44%	55%	34%	47%	48%	52%	82%	74%	58%	46%	39%	51%	45%	39%	100%	42%
It is easier to drive around because traffic is better	18%	22%	14%	22%	15%	25%	19%	5%	9%	17%	24%	9%	21%	20%	16%	0%	20%
Housing is cheaper	11%	12%	10%	9%	20%	11%	8%	0%	0%	11%	11%	12%	12%	11%	18%	36%	0%
It is generally quieter	32%	36%	27%	33%	28%	34%	39%	29%	33%	39%	31%	21%	34%	35%	26%	0%	27%
Other, please specify	1%	1%	0%	0%	2%	0%	0%	0%	4%	0%	2%	0%	0%	0%	4%	0%	0%
Don't know	1%	1%	2%	3%	1%	0%	0%	0%	5%	1%	0%	5%	1%	0%	0%	0%	8%

Note:

BASE: Those who say their area has got better since Covid

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.C) You said the place where you live had been positively affected by Covid and the series of lockdowns. Which of the following best explains how? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	310	118	80	55	57	118	58	34	45	35	20	13	297	81	229	24	286
Weighted	332	99	82	78	72	127	63	41	43	36	22	16	316	71	261	22	309
New people have moved to the area	20%	24%	16%	19%	20%	19%	23%	27%	14%	4%	41%	16%	20%	23%	19%	4%	21%
New employers have opened in the area	15%	16%	10%	18%	16%	19%	5%	17%	10%	16%	28%	6%	16%	13%	16%	11%	15%
New cafes and restaurants have opened	27%	27%	29%	27%	25%	28%	28%	16%	26%	38%	20%	0%	28%	27%	27%	23%	27%
The environment has improved locally	32%	31%	28%	34%	36%	36%	30%	30%	39%	23%	18%	36%	32%	27%	34%	23%	33%
The high street has improved	28%	32%	20%	26%	36%	32%	24%	12%	38%	27%	38%	13%	29%	29%	28%	22%	29%
Community spirit has improved	48%	50%	60%	42%	41%	42%	50%	38%	54%	76%	42%	63%	48%	56%	46%	53%	48%
It is easier to drive around because traffic is better	18%	30%	11%	12%	18%	32%	18%	9%	8%	6%	4%	16%	19%	21%	18%	12%	19%
Housing is cheaper	11%	10%	12%	11%	12%	12%	6%	22%	6%	9%	10%	9%	11%	11%	11%	0%	12%
It is generally quieter	32%	27%	38%	33%	34%	39%	34%	21%	26%	27%	29%	45%	32%	38%	31%	51%	31%
Other, please specify	1%	1%	2%	0%	0%	0%	0%	3%	2%	0%	0%	0%	1%	1%	1%	2%	1%
Don't know	1%	1%	2%	1%	1%	0%	3%	3%	2%	3%	0%	0%	1%	1%	1%	3%	1%

Note:

BASE: Those who say their area has got better since Covid

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) Since Covid arrived in the UK and the first lockdown, has your lifestyle changed in any of the following ways? Tick all that apply

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
I shop locally more often	24%	21%	22%	21%	23%	23%	23%	27%	27%	28%	28%	27%	24%	27%	23%	24%	19%
I shop online more	44%	48%	49%	49%	49%	44%	36%	38%	38%	38%	44%	46%	41%	46%	42%	49%	50%
I use local parks and green spaces more	24%	30%	20%	25%	22%	28%	22%	22%	25%	23%	25%	22%	22%	24%	26%	29%	29%
I talk to my neighbours more	19%	23%	20%	17%	17%	15%	19%	18%	20%	18%	15%	19%	18%	19%	17%	22%	20%
I started volunteering locally	6%	10%	5%	2%	3%	7%	4%	9%	5%	4%	6%	3%	2%	5%	7%	12%	10%
I socialise locally, rather than travelling	14%	14%	16%	14%	15%	17%	14%	10%	10%	14%	12%	10%	11%	15%	12%	20%	22%
I work from home at least some of the time	14%	24%	16%	12%	10%	14%	13%	7%	15%	11%	14%	11%	5%	12%	19%	31%	24%
I use public transport more	7%	15%	6%	5%	4%	6%	6%	5%	10%	6%	5%	4%	6%	6%	6%	11%	16%
I use public transport less	26%	37%	23%	25%	25%	22%	24%	21%	22%	26%	25%	28%	22%	25%	28%	35%	33%
I drive more	11%	17%	12%	11%	6%	7%	6%	10%	6%	12%	11%	15%	8%	10%	12%	17%	12%
None of the above	19%	8%	20%	18%	18%	19%	25%	26%	22%	23%	22%	18%	23%	19%	19%	8%	13%
Don't Know	2%	1%	1%	1%	2%	4%	4%	2%	2%	1%	2%	3%	3%	1%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) Since Covid arrived in the UK and the first lockdown, has your lifestyle changed in any of the following ways? Tick all that apply

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
I shop locally more often	24%	22%	26%	24%	23%	24%	24%	27%	24%	26%	24%	22%	27%	26%	23%	28%	17%
I shop online more	44%	39%	48%	47%	50%	47%	41%	40%	40%	41%	46%	40%	42%	46%	43%	73%	40%
I use local parks and green spaces more	24%	23%	25%	24%	27%	25%	22%	22%	24%	21%	28%	22%	24%	27%	26%	11%	20%
I talk to my neighbours more	19%	16%	21%	20%	18%	20%	18%	16%	19%	18%	20%	18%	20%	20%	15%	18%	13%
I started volunteering locally	6%	6%	6%	9%	8%	7%	4%	4%	2%	5%	6%	4%	6%	6%	7%	5%	2%
I socialise locally, rather than travelling	14%	14%	13%	15%	17%	13%	8%	15%	14%	13%	16%	11%	14%	14%	15%	2%	12%
I work from home at least some of the time	14%	16%	12%	15%	26%	22%	20%	2%	0%	11%	16%	18%	11%	17%	21%	5%	13%
I use public transport more	7%	8%	6%	19%	7%	7%	1%	2%	6%	4%	8%	5%	5%	9%	6%	0%	5%
I use public transport less	26%	28%	24%	25%	26%	24%	25%	27%	28%	26%	28%	24%	25%	28%	36%	41%	16%
I drive more	11%	14%	8%	13%	14%	12%	7%	9%	10%	11%	12%	8%	12%	12%	12%	20%	5%
None of the above	19%	21%	18%	10%	14%	15%	20%	29%	26%	23%	15%	21%	23%	15%	14%	14%	25%
Don't Know	2%	2%	1%	4%	3%	1%	2%	0%	1%	1%	2%	2%	1%	1%	1%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) Since Covid arrived in the UK and the first lockdown, has your lifestyle changed in any of the following ways? Tick all that apply

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
I shop locally more often	24%	24%	23%	29%	22%	24%	23%	18%	25%	28%	31%	31%	23%	26%	24%	25%	24%
I shop online more	44%	49%	42%	44%	40%	43%	42%	44%	47%	43%	50%	41%	44%	43%	44%	40%	45%
I use local parks and green spaces more	24%	24%	25%	26%	21%	27%	27%	21%	18%	23%	27%	22%	24%	23%	24%	23%	24%
I talk to my neighbours more	19%	19%	17%	21%	17%	19%	19%	18%	18%	18%	20%	17%	19%	23%	18%	16%	19%
I started volunteering locally	6%	8%	4%	5%	5%	9%	6%	4%	4%	4%	5%	2%	6%	7%	5%	4%	6%
I socialise locally, rather than travelling	14%	14%	15%	12%	13%	16%	12%	12%	12%	15%	17%	12%	14%	16%	13%	10%	14%
I work from home at least some of the time	14%	20%	19%	9%	7%	23%	13%	11%	10%	11%	8%	5%	15%	15%	14%	10%	15%
I use public transport more	7%	6%	6%	6%	9%	12%	7%	6%	5%	3%	1%	4%	7%	5%	7%	5%	7%
I use public transport less	26%	31%	27%	21%	24%	31%	32%	21%	22%	22%	15%	21%	27%	27%	26%	25%	26%
I drive more	11%	9%	12%	12%	10%	13%	12%	10%	9%	8%	12%	11%	11%	12%	10%	10%	11%
None of the above	19%	17%	21%	18%	22%	14%	19%	23%	23%	24%	9%	25%	19%	20%	19%	29%	18%
Don't Know	2%	1%	1%	2%	3%	2%	2%	2%	3%	1%	1%	2%	2%	0%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) On average, how often do you do the following?: Go to a local park or playground

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Daily	6%	8%	7%	7%	7%	8%	5%	8%	4%	4%	6%	4%	5%	7%	5%	11%	10%
2-3 times a week	14%	21%	15%	13%	12%	12%	10%	7%	14%	15%	12%	14%	12%	12%	17%	17%	19%
Weekly	17%	23%	13%	21%	8%	21%	13%	14%	12%	16%	20%	19%	15%	17%	17%	20%	21%
2-3 times a month	13%	15%	15%	13%	9%	9%	17%	17%	12%	13%	12%	13%	14%	12%	15%	17%	11%
Monthly	13%	12%	13%	10%	19%	13%	16%	12%	15%	13%	10%	15%	13%	16%	10%	15%	14%
2-3 times a year	11%	8%	10%	9%	14%	14%	12%	13%	14%	12%	14%	9%	11%	13%	12%	6%	11%
Annually	2%	2%	2%	2%	3%	3%	1%	2%	1%	3%	2%	2%	2%	3%	2%	3%	0%
Less often or never	21%	10%	23%	23%	26%	17%	25%	20%	27%	23%	20%	23%	25%	19%	21%	11%	11%
Don't know	2%	1%	1%	1%	2%	3%	1%	6%	1%	1%	4%	2%	3%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) On average, how often do you do the following?: Go to a local park or playground

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Daily	6%	6%	7%	8%	7%	7%	7%	6%	5%	5%	7%	4%	6%	7%	9%	0%	4%
2-3 times a week	14%	15%	13%	13%	18%	16%	14%	11%	11%	13%	15%	15%	13%	16%	10%	14%	14%
Weekly	17%	18%	15%	21%	23%	18%	14%	13%	11%	12%	20%	21%	13%	21%	21%	18%	14%
2-3 times a month	13%	13%	14%	14%	16%	16%	11%	11%	13%	15%	12%	15%	15%	13%	13%	13%	13%
Monthly	13%	13%	14%	16%	13%	14%	13%	11%	13%	13%	13%	12%	14%	13%	12%	6%	16%
2-3 times a year	11%	11%	12%	11%	8%	7%	13%	16%	14%	11%	11%	11%	10%	10%	15%	17%	13%
Annually	2%	2%	3%	2%	1%	3%	2%	2%	3%	2%	2%	4%	3%	2%	1%	0%	3%
Less often or never	21%	20%	22%	13%	12%	16%	25%	30%	29%	26%	18%	16%	24%	18%	18%	24%	18%
Don't know	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.C) On average, how often do you do the following?: Go to a local park or playground

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Daily	6%	7%	5%	7%	6%	8%	6%	6%	6%	6%	6%	5%	7%	6%	6%	5%	7%
2-3 times a week	14%	16%	13%	15%	11%	16%	16%	12%	13%	13%	4%	12%	14%	14%	14%	15%	14%
Weekly	17%	17%	16%	19%	15%	22%	11%	21%	20%	11%	11%	10%	17%	13%	17%	14%	17%
2-3 times a month	13%	14%	13%	14%	13%	14%	15%	11%	11%	12%	19%	15%	13%	16%	13%	14%	13%
Monthly	13%	12%	14%	14%	13%	14%	15%	14%	11%	12%	12%	15%	13%	14%	13%	11%	14%
2-3 times a year	11%	11%	11%	8%	14%	11%	13%	10%	13%	8%	14%	11%	11%	10%	12%	11%	11%
Annually	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	0%	3%	2%	2%	2%	4%	2%
Less often or never	21%	20%	23%	17%	23%	12%	20%	23%	21%	31%	34%	28%	20%	23%	20%	24%	21%
Don't know	2%	1%	2%	2%	3%	2%	2%	2%	2%	4%	1%	2%	2%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(58.A) On average, how often do you do the following?: Use local leisure facilities (swimming pool, tennis courts, leisure centre)

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Daily	2%	4%	1%	1%	1%	4%	3%	0%	1%	2%	3%	0%	2%	1%	1%	6%	7%
2-3 times a week	6%	12%	4%	4%	5%	8%	6%	5%	5%	7%	6%	7%	5%	6%	6%	10%	12%
Weekly	8%	9%	5%	8%	7%	9%	5%	5%	10%	9%	10%	8%	4%	8%	8%	15%	16%
2-3 times a month	8%	15%	8%	6%	5%	4%	8%	7%	5%	6%	6%	9%	6%	7%	10%	11%	9%
Monthly	8%	9%	7%	6%	4%	7%	9%	8%	7%	9%	10%	5%	6%	8%	9%	10%	8%
2-3 times a year	9%	10%	9%	11%	13%	10%	9%	9%	6%	9%	6%	15%	7%	11%	10%	11%	5%
Annually	5%	6%	5%	4%	5%	5%	6%	7%	9%	2%	2%	4%	4%	6%	5%	5%	4%
Less often or never	51%	32%	57%	57%	57%	51%	53%	58%	54%	55%	51%	48%	63%	51%	47%	29%	36%
Don't know	3%	3%	2%	2%	4%	1%	1%	3%	3%	3%	5%	3%	3%	3%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) On average, how often do you do the following?: Use local leisure facilities (swimming pool, tennis courts, leisure centre)

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Daily	2%	3%	1%	5%	3%	2%	1%	2%	1%	1%	2%	3%	3%	1%	1%	0%	2%
2-3 times a week	6%	8%	5%	11%	8%	8%	4%	5%	4%	6%	7%	6%	6%	6%	7%	4%	5%
Weekly	8%	9%	7%	9%	11%	12%	7%	2%	4%	6%	10%	6%	6%	11%	9%	5%	6%
2-3 times a month	8%	9%	6%	14%	16%	10%	5%	2%	2%	7%	8%	9%	6%	11%	9%	5%	7%
Monthly	8%	7%	8%	14%	10%	13%	5%	2%	3%	6%	8%	10%	6%	11%	5%	0%	8%
2-3 times a year	9%	9%	9%	11%	14%	10%	9%	7%	6%	7%	11%	8%	9%	11%	7%	0%	12%
Annually	5%	6%	4%	10%	5%	4%	6%	3%	3%	4%	4%	7%	3%	5%	5%	17%	5%
Less often or never	51%	46%	57%	24%	30%	38%	61%	76%	75%	61%	46%	49%	60%	41%	55%	65%	52%
Don't know	3%	2%	4%	3%	3%	3%	3%	2%	3%	2%	3%	3%	2%	3%	1%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) On average, how often do you do the following?: Use local leisure facilities (swimming pool, tennis courts, leisure centre)

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Daily	2%	3%	2%	3%	1%	4%	2%	2%	1%	1%	2%	1%	2%	3%	2%	2%	2%
2-3 times a week	6%	9%	5%	6%	6%	10%	6%	7%	5%	6%	3%	4%	7%	6%	7%	5%	7%
Weekly	8%	12%	6%	7%	5%	12%	8%	7%	6%	4%	3%	2%	8%	8%	7%	3%	8%
2-3 times a month	8%	8%	7%	10%	6%	12%	7%	11%	5%	4%	6%	3%	8%	7%	8%	4%	8%
Monthly	8%	7%	7%	9%	7%	11%	7%	7%	7%	5%	8%	4%	8%	5%	8%	2%	9%
2-3 times a year	9%	8%	10%	12%	8%	9%	10%	8%	9%	9%	13%	10%	9%	8%	10%	11%	9%
Annually	5%	4%	6%	5%	5%	5%	5%	5%	5%	3%	7%	3%	5%	4%	5%	4%	5%
Less often or never	51%	47%	55%	44%	58%	35%	52%	51%	60%	64%	54%	70%	49%	57%	50%	67%	49%
Don't know	3%	2%	2%	3%	4%	3%	3%	1%	2%	4%	3%	3%	3%	2%	3%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) On average, how often do you do the following?: Shop on your local high street

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Daily	4%	8%	4%	2%	2%	4%	2%	5%	0%	3%	3%	6%	4%	3%	3%	5%	12%
2-3 times a week	13%	24%	12%	12%	10%	7%	11%	16%	14%	12%	13%	10%	11%	12%	16%	17%	13%
Weekly	26%	29%	28%	23%	22%	24%	24%	23%	30%	33%	22%	31%	26%	27%	25%	32%	19%
2-3 times a month	18%	17%	19%	22%	21%	23%	19%	17%	11%	11%	16%	17%	17%	19%	17%	15%	22%
Monthly	16%	10%	18%	17%	24%	18%	14%	13%	19%	16%	16%	16%	16%	18%	16%	12%	24%
2-3 times a year	12%	7%	11%	11%	10%	13%	14%	12%	12%	13%	16%	8%	11%	12%	12%	11%	1%
Annually	2%	1%	2%	2%	1%	0%	2%	2%	4%	2%	2%	1%	2%	2%	1%	1%	0%
Less often or never	8%	4%	6%	9%	9%	6%	10%	9%	10%	8%	10%	11%	10%	6%	9%	7%	6%
Don't know	2%	1%	0%	1%	0%	4%	3%	3%	1%	1%	2%	1%	2%	1%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) On average, how often do you do the following?: Shop on your local high street

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Daily	4%	4%	4%	8%	5%	3%	4%	2%	2%	4%	3%	5%	3%	5%	3%	6%	5%
2-3 times a week	13%	15%	12%	13%	15%	13%	11%	14%	13%	12%	16%	12%	16%	13%	17%	11%	9%
Weekly	26%	27%	26%	27%	23%	28%	26%	28%	26%	27%	28%	21%	26%	31%	26%	24%	21%
2-3 times a month	18%	18%	17%	21%	16%	17%	16%	17%	19%	19%	17%	14%	19%	17%	13%	10%	14%
Monthly	16%	14%	18%	13%	15%	18%	17%	17%	16%	16%	17%	19%	16%	16%	16%	8%	19%
2-3 times a year	12%	12%	11%	9%	12%	11%	13%	12%	12%	11%	11%	16%	10%	10%	16%	23%	17%
Annually	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	0%	2%
Less often or never	8%	7%	9%	3%	10%	8%	9%	8%	9%	10%	6%	9%	7%	6%	7%	13%	12%
Don't know	2%	2%	1%	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.C) On average, how often do you do the following?: Shop on your local high street

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Daily	4%	3%	3%	6%	4%	5%	3%	5%	4%	2%	3%	4%	4%	3%	4%	2%	4%
2-3 times a week	13%	15%	12%	14%	13%	20%	11%	12%	12%	10%	13%	11%	14%	17%	12%	16%	13%
Weekly	26%	29%	27%	25%	24%	28%	26%	21%	31%	24%	24%	24%	27%	27%	26%	29%	26%
2-3 times a month	18%	16%	18%	20%	17%	17%	16%	16%	21%	22%	9%	23%	17%	17%	18%	17%	18%
Monthly	16%	15%	18%	15%	17%	13%	17%	19%	14%	21%	20%	17%	16%	15%	16%	18%	16%
2-3 times a year	12%	13%	11%	10%	11%	8%	16%	13%	10%	7%	16%	9%	12%	12%	11%	8%	12%
Annually	2%	1%	2%	2%	2%	1%	1%	3%	1%	4%	1%	2%	2%	1%	2%	2%	1%
Less often or never	8%	8%	7%	6%	11%	6%	9%	8%	7%	9%	12%	9%	8%	6%	8%	7%	8%
Don't know	2%	1%	1%	2%	2%	2%	1%	3%	1%	2%	1%	1%	2%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) On average, how often do you do the following?: Eat out at a restaurant

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Daily	1%	4%	1%	1%	0%	2%	2%	0%	0%	1%	0%	0%	1%	0%	1%	2%	9%
2-3 times a week	4%	12%	3%	2%	4%	4%	3%	4%	0%	6%	2%	1%	3%	4%	4%	12%	6%
Weekly	10%	15%	10%	11%	6%	5%	12%	9%	15%	7%	10%	16%	7%	9%	13%	15%	8%
2-3 times a month	16%	17%	18%	13%	13%	16%	16%	19%	17%	13%	15%	14%	13%	16%	17%	20%	27%
Monthly	28%	28%	30%	27%	30%	29%	25%	21%	26%	32%	30%	24%	28%	31%	27%	23%	20%
2-3 times a year	21%	15%	22%	24%	24%	24%	19%	20%	24%	20%	27%	23%	21%	23%	22%	15%	15%
Annually	4%	3%	4%	8%	4%	3%	5%	5%	7%	2%	4%	2%	5%	4%	4%	4%	2%
Less often or never	14%	6%	12%	14%	17%	14%	17%	18%	11%	19%	11%	20%	20%	12%	10%	8%	12%
Don't know	1%	1%	0%	1%	3%	4%	2%	3%	1%	0%	0%	0%	2%	1%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) On average, how often do you do the following?: Eat out at a restaurant

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Daily	1%	2%	1%	4%	2%	2%	0%	0%	0%	1%	2%	1%	2%	1%	2%	0%	1%
2-3 times a week	4%	6%	3%	10%	5%	7%	2%	3%	2%	3%	5%	4%	4%	5%	6%	0%	4%
Weekly	10%	11%	10%	17%	14%	8%	7%	8%	9%	10%	11%	9%	12%	12%	6%	5%	7%
2-3 times a month	16%	16%	16%	21%	19%	15%	13%	12%	14%	14%	18%	15%	16%	18%	12%	5%	12%
Monthly	28%	27%	28%	24%	30%	31%	29%	21%	30%	28%	29%	25%	26%	28%	31%	31%	26%
2-3 times a year	21%	19%	24%	12%	18%	19%	27%	29%	24%	23%	21%	22%	22%	19%	28%	42%	21%
Annually	4%	5%	3%	2%	5%	4%	3%	6%	4%	4%	4%	2%	4%	5%	3%	4%	5%
Less often or never	14%	14%	14%	8%	7%	14%	18%	20%	16%	16%	11%	21%	14%	12%	12%	9%	21%
Don't know	1%	1%	1%	4%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(60.C) On average, how often do you do the following?: Eat out at a restaurant

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Daily	1%	2%	1%	2%	1%	3%	1%	1%	1%	0%	0%	1%	1%	2%	1%	0%	1%
2-3 times a week	4%	6%	4%	4%	3%	10%	3%	4%	2%	2%	5%	1%	5%	7%	4%	2%	5%
Weekly	10%	12%	11%	10%	8%	13%	9%	11%	10%	10%	6%	9%	10%	14%	10%	10%	10%
2-3 times a month	16%	16%	17%	16%	13%	20%	16%	13%	14%	13%	14%	13%	16%	16%	16%	17%	15%
Monthly	28%	28%	30%	31%	23%	25%	31%	28%	28%	26%	28%	24%	28%	29%	27%	23%	28%
2-3 times a year	21%	21%	21%	20%	23%	13%	24%	22%	23%	28%	21%	26%	21%	19%	22%	24%	21%
Annually	4%	3%	2%	5%	6%	3%	4%	5%	5%	3%	5%	6%	4%	2%	4%	4%	4%
Less often or never	14%	12%	12%	10%	22%	11%	12%	16%	16%	16%	19%	19%	13%	11%	15%	19%	13%
Don't know	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) On average, how often do you do the following?: Go to a local theatre

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Daily	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	8%
2-3 times a week	2%	5%	1%	2%	2%	2%	1%	0%	1%	1%	0%	0%	1%	1%	0%	5%	8%
Weekly	3%	8%	2%	2%	3%	2%	2%	1%	1%	2%	3%	0%	2%	2%	2%	7%	8%
2-3 times a month	3%	5%	3%	3%	0%	1%	2%	4%	2%	3%	1%	5%	1%	2%	4%	6%	5%
Monthly	6%	14%	5%	0%	4%	7%	4%	2%	4%	3%	8%	10%	3%	4%	8%	15%	9%
2-3 times a year	14%	13%	17%	13%	11%	19%	12%	12%	14%	13%	15%	15%	11%	14%	17%	14%	10%
Annually	13%	7%	14%	17%	14%	14%	14%	17%	6%	17%	16%	10%	10%	14%	15%	17%	8%
Less often or never	57%	43%	55%	60%	64%	53%	62%	58%	68%	59%	54%	61%	69%	60%	51%	33%	39%
Don't know	3%	4%	2%	3%	3%	2%	3%	5%	2%	1%	3%	0%	3%	2%	3%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) On average, how often do you do the following?: Go to a local theatre

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Daily	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	1%
2-3 times a week	2%	3%	1%	6%	2%	2%	0%	0%	0%	1%	2%	1%	2%	2%	2%	0%	0%
Weekly	3%	4%	2%	8%	3%	5%	1%	0%	0%	2%	4%	2%	2%	4%	4%	5%	2%
2-3 times a month	3%	3%	3%	7%	6%	3%	0%	0%	0%	2%	3%	1%	2%	4%	3%	0%	1%
Monthly	6%	7%	5%	10%	11%	7%	4%	1%	3%	5%	7%	5%	5%	8%	5%	6%	4%
2-3 times a year	14%	12%	16%	14%	10%	12%	15%	17%	16%	12%	15%	13%	15%	12%	15%	7%	11%
Annually	13%	13%	14%	10%	14%	16%	15%	11%	14%	12%	14%	13%	14%	14%	14%	5%	9%
Less often or never	57%	57%	56%	42%	49%	53%	63%	68%	63%	63%	51%	61%	58%	54%	54%	68%	68%
Don't know	3%	2%	3%	4%	3%	3%	2%	2%	3%	2%	3%	3%	1%	2%	4%	9%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) On average, how often do you do the following?: Go to a local theatre

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Daily	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%
2-3 times a week	2%	2%	1%	3%	1%	4%	1%	1%	1%	0%	1%	0%	2%	2%	1%	1%	2%
Weekly	3%	3%	2%	4%	4%	7%	1%	6%	1%	1%	0%	1%	3%	2%	3%	2%	3%
2-3 times a month	3%	4%	2%	3%	1%	6%	2%	1%	3%	1%	1%	1%	3%	3%	3%	1%	3%
Monthly	6%	7%	6%	7%	4%	11%	5%	4%	4%	3%	4%	1%	6%	7%	6%	4%	6%
2-3 times a year	14%	18%	14%	11%	12%	14%	15%	16%	9%	19%	11%	15%	14%	14%	14%	14%	14%
Annually	13%	15%	16%	15%	9%	13%	14%	13%	13%	14%	13%	11%	14%	16%	13%	16%	13%
Less often or never	57%	49%	57%	55%	66%	43%	59%	57%	65%	59%	67%	69%	55%	54%	57%	61%	56%
Don't know	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	1%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) On average, how often do you do the following?: Go to a local cinema

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Daily	1%	3%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	4%
2-3 times a week	2%	4%	0%	1%	0%	3%	3%	2%	0%	1%	2%	2%	2%	1%	1%	5%	8%
Weekly	4%	8%	5%	0%	3%	2%	2%	1%	3%	2%	4%	4%	1%	4%	3%	7%	9%
2-3 times a month	7%	11%	5%	4%	3%	10%	7%	7%	2%	6%	9%	5%	4%	7%	8%	12%	12%
Monthly	14%	23%	14%	5%	16%	8%	15%	9%	16%	14%	10%	12%	9%	16%	17%	18%	4%
2-3 times a year	24%	18%	25%	33%	25%	21%	19%	27%	22%	24%	23%	27%	22%	24%	26%	24%	23%
Annually	9%	8%	7%	11%	11%	18%	7%	10%	8%	7%	12%	4%	10%	11%	6%	8%	8%
Less often or never	39%	23%	43%	43%	41%	34%	43%	40%	48%	45%	38%	45%	50%	35%	38%	24%	27%
Don't know	2%	2%	1%	2%	0%	3%	3%	3%	2%	0%	2%	1%	1%	2%	1%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) On average, how often do you do the following?: Go to a local cinema

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Daily	1%	1%	1%	2%	2%	1%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%
2-3 times a week	2%	3%	1%	6%	2%	3%	1%	0%	0%	1%	3%	0%	2%	3%	2%	0%	0%
Weekly	4%	5%	2%	7%	6%	5%	2%	2%	0%	3%	4%	2%	3%	5%	3%	0%	2%
2-3 times a month	7%	7%	6%	15%	13%	8%	2%	1%	2%	5%	7%	10%	5%	10%	4%	0%	3%
Monthly	14%	15%	13%	26%	14%	18%	15%	5%	6%	14%	13%	12%	12%	18%	13%	24%	12%
2-3 times a year	24%	24%	24%	25%	25%	25%	28%	22%	19%	19%	27%	26%	21%	25%	28%	11%	27%
Annually	9%	8%	11%	7%	14%	9%	8%	8%	9%	9%	9%	10%	10%	10%	6%	0%	11%
Less often or never	39%	37%	41%	11%	22%	30%	43%	60%	62%	49%	35%	38%	47%	29%	42%	60%	43%
Don't know	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) On average, how often do you do the following?: Go to a local cinema

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Daily	1%	1%	1%	1%	1%	2%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%
2-3 times a week	2%	2%	1%	2%	2%	4%	1%	2%	0%	1%	2%	1%	2%	3%	2%	1%	2%
Weekly	4%	4%	3%	5%	3%	6%	3%	5%	2%	2%	2%	2%	4%	3%	4%	1%	4%
2-3 times a month	7%	7%	7%	9%	4%	12%	6%	6%	5%	3%	6%	2%	7%	5%	7%	3%	7%
Monthly	14%	13%	14%	16%	11%	21%	11%	14%	9%	13%	10%	12%	14%	12%	14%	12%	14%
2-3 times a year	24%	23%	25%	22%	24%	21%	26%	24%	25%	21%	24%	17%	24%	21%	24%	21%	24%
Annually	9%	9%	9%	13%	8%	7%	11%	9%	10%	11%	5%	9%	9%	11%	9%	9%	9%
Less often or never	39%	41%	39%	31%	45%	25%	40%	39%	47%	48%	48%	56%	37%	44%	38%	52%	37%
Don't know	2%	1%	3%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) On average, how often do you do the following?: Go to a local museum

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Daily	0%	2%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	5%
2-3 times a week	1%	2%	0%	2%	0%	2%	1%	0%	1%	0%	1%	0%	1%	1%	0%	3%	6%
Weekly	2%	5%	1%	2%	1%	2%	1%	1%	1%	4%	1%	2%	1%	1%	2%	9%	10%
2-3 times a month	3%	9%	1%	2%	1%	4%	1%	2%	2%	2%	4%	6%	2%	2%	3%	9%	7%
Monthly	6%	11%	5%	3%	2%	4%	8%	4%	13%	6%	5%	5%	3%	6%	7%	11%	5%
2-3 times a year	17%	16%	14%	20%	14%	11%	10%	18%	12%	24%	23%	15%	9%	17%	22%	23%	16%
Annually	15%	13%	19%	21%	17%	14%	15%	16%	10%	10%	13%	16%	13%	16%	16%	15%	21%
Less often or never	52%	38%	57%	46%	60%	58%	59%	55%	53%	52%	50%	54%	65%	55%	45%	29%	27%
Don't know	3%	4%	2%	4%	4%	5%	4%	3%	8%	1%	3%	2%	6%	2%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(63.B) On average, how often do you do the following?: Go to a local museum

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Daily	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%
2-3 times a week	1%	2%	0%	2%	1%	3%	0%	0%	1%	0%	2%	1%	0%	1%	4%	0%	0%
Weekly	2%	3%	2%	3%	5%	3%	1%	1%	0%	2%	2%	2%	3%	3%	2%	0%	1%
2-3 times a month	3%	4%	2%	10%	5%	5%	1%	1%	0%	2%	4%	4%	3%	4%	5%	0%	3%
Monthly	6%	7%	5%	10%	8%	8%	5%	2%	3%	5%	7%	7%	6%	8%	7%	5%	2%
2-3 times a year	17%	15%	17%	12%	19%	19%	13%	20%	16%	13%	20%	14%	15%	19%	15%	8%	12%
Annually	15%	15%	16%	12%	18%	18%	16%	13%	12%	14%	16%	14%	15%	16%	18%	15%	15%
Less often or never	52%	50%	54%	42%	41%	40%	59%	63%	65%	61%	45%	53%	56%	44%	48%	67%	62%
Don't know	3%	3%	3%	7%	2%	4%	4%	1%	3%	2%	3%	6%	2%	4%	1%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) On average, how often do you do the following?: Go to a local museum

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Daily	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%
2-3 times a week	1%	1%	0%	2%	1%	3%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%
Weekly	2%	3%	2%	2%	2%	4%	2%	4%	1%	1%	1%	1%	2%	4%	2%	2%	2%
2-3 times a month	3%	4%	3%	4%	2%	8%	2%	2%	1%	2%	1%	1%	4%	3%	3%	1%	4%
Monthly	6%	8%	5%	8%	3%	12%	4%	5%	3%	4%	7%	2%	6%	7%	6%	5%	6%
2-3 times a year	17%	19%	18%	19%	11%	21%	17%	14%	13%	16%	16%	14%	17%	15%	17%	15%	17%
Annually	15%	16%	14%	15%	15%	14%	18%	14%	13%	14%	18%	17%	15%	13%	16%	15%	15%
Less often or never	52%	47%	55%	45%	62%	34%	53%	58%	63%	62%	53%	63%	51%	56%	51%	60%	51%
Don't know	3%	2%	2%	6%	3%	3%	2%	3%	5%	3%	3%	2%	3%	1%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) On average, how often do you do the following?: Enjoy a local area of natural beauty (coast, forest, moor etc)

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Daily	7%	4%	9%	9%	7%	5%	3%	11%	5%	7%	9%	3%	5%	6%	7%	8%	11%
2-3 times a week	10%	10%	11%	14%	6%	11%	6%	9%	6%	8%	8%	21%	9%	8%	9%	16%	17%
Weekly	16%	18%	15%	15%	15%	12%	13%	16%	13%	14%	17%	27%	10%	17%	20%	21%	17%
2-3 times a month	13%	12%	17%	18%	11%	7%	10%	6%	14%	17%	21%	10%	12%	14%	15%	16%	12%
Monthly	13%	10%	16%	17%	16%	14%	12%	12%	18%	11%	12%	8%	12%	15%	11%	13%	21%
2-3 times a year	16%	11%	15%	14%	23%	19%	18%	18%	22%	16%	9%	14%	19%	16%	15%	10%	3%
Annually	6%	6%	4%	6%	4%	5%	10%	5%	8%	5%	6%	4%	7%	6%	4%	5%	2%
Less often or never	18%	24%	11%	8%	16%	24%	27%	18%	12%	21%	14%	13%	23%	16%	17%	9%	13%
Don't know	2%	5%	1%	1%	2%	4%	2%	4%	1%	1%	4%	1%	3%	3%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) On average, how often do you do the following?: Enjoy a local area of natural beauty (coast, forest, moor etc)

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Daily	7%	7%	7%	7%	7%	5%	6%	6%	8%	7%	7%	5%	8%	6%	6%	4%	5%
2-3 times a week	10%	10%	10%	10%	12%	10%	7%	11%	9%	9%	11%	11%	10%	10%	10%	7%	9%
Weekly	16%	17%	15%	18%	17%	17%	16%	16%	12%	16%	16%	14%	17%	16%	13%	24%	11%
2-3 times a month	13%	13%	14%	16%	14%	16%	10%	12%	13%	11%	15%	15%	12%	14%	15%	9%	10%
Monthly	13%	13%	13%	11%	14%	17%	13%	11%	12%	13%	13%	12%	14%	13%	13%	8%	13%
2-3 times a year	16%	14%	17%	9%	13%	13%	18%	23%	18%	18%	15%	13%	18%	15%	13%	14%	15%
Annually	6%	5%	6%	6%	6%	4%	7%	3%	7%	5%	6%	6%	5%	5%	5%	10%	7%
Less often or never	18%	20%	16%	20%	17%	14%	21%	16%	18%	19%	15%	21%	13%	19%	22%	25%	26%
Don't know	2%	2%	3%	4%	1%	4%	1%	2%	2%	3%	2%	3%	2%	2%	2%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) On average, how often do you do the following?: Enjoy a local area of natural beauty (coast, forest, moor etc)

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Daily	7%	7%	5%	8%	6%	4%	5%	4%	9%	9%	17%	9%	6%	8%	6%	9%	6%
2-3 times a week	10%	12%	7%	12%	8%	12%	6%	10%	10%	11%	15%	10%	10%	10%	10%	10%	10%
Weekly	16%	20%	15%	17%	11%	17%	15%	16%	14%	19%	14%	12%	16%	18%	15%	12%	16%
2-3 times a month	13%	16%	14%	13%	10%	11%	14%	12%	15%	17%	10%	9%	14%	14%	13%	12%	14%
Monthly	13%	13%	14%	11%	14%	15%	15%	14%	11%	11%	6%	15%	13%	14%	13%	16%	13%
2-3 times a year	16%	13%	20%	15%	14%	11%	18%	18%	17%	15%	17%	18%	15%	17%	15%	16%	16%
Annually	6%	4%	7%	7%	5%	5%	8%	5%	4%	5%	4%	8%	5%	5%	6%	7%	5%
Less often or never	18%	13%	17%	13%	27%	22%	18%	19%	17%	12%	14%	15%	18%	13%	19%	15%	18%
Don't know	2%	1%	2%	3%	4%	3%	3%	2%	3%	1%	2%	3%	2%	1%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local parks and playgrounds

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly better	7%	13%	7%	5%	2%	0%	9%	9%	4%	7%	5%	6%	4%	5%	7%	15%	14%
Somewhat better	25%	29%	27%	26%	26%	23%	22%	22%	16%	25%	22%	25%	21%	28%	24%	29%	30%
Around the same	53%	44%	56%	55%	56%	58%	56%	54%	58%	51%	52%	52%	58%	53%	54%	43%	44%
Somewhat worse	10%	11%	5%	10%	9%	15%	9%	7%	14%	11%	11%	7%	10%	9%	10%	10%	2%
Significantly worse	3%	2%	3%	1%	4%	2%	1%	3%	5%	5%	8%	6%	4%	3%	2%	3%	3%
N/A - I do not have this in my local area	3%	2%	1%	2%	4%	2%	3%	5%	2%	2%	2%	4%	3%	2%	4%	1%	7%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local parks and playgrounds

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly better	7%	7%	6%	11%	9%	9%	4%	4%	4%	5%	7%	4%	7%	7%	12%	2%	3%
Somewhat better	25%	25%	24%	31%	25%	23%	18%	26%	26%	23%	28%	20%	26%	25%	27%	27%	18%
Around the same	53%	51%	55%	40%	46%	53%	60%	56%	59%	57%	50%	58%	54%	52%	49%	46%	60%
Somewhat worse	10%	10%	9%	13%	13%	10%	10%	7%	6%	9%	10%	10%	7%	12%	9%	13%	11%
Significantly worse	3%	4%	3%	3%	5%	3%	4%	2%	2%	4%	3%	4%	3%	3%	2%	8%	4%
N/A - I do not have this in my local area	3%	2%	3%	2%	2%	2%	3%	4%	2%	2%	3%	4%	3%	2%	2%	3%	4%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local parks and playgrounds

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly better	7%	7%	8%	7%	5%	11%	6%	6%	5%	3%	10%	3%	7%	7%	7%	7%	7%
Somewhat better	25%	29%	23%	28%	19%	24%	26%	23%	25%	24%	27%	20%	25%	28%	24%	23%	25%
Around the same	53%	52%	54%	49%	57%	47%	54%	54%	57%	57%	48%	62%	52%	52%	53%	58%	52%
Somewhat worse	10%	8%	10%	9%	11%	13%	10%	10%	7%	7%	9%	6%	10%	8%	10%	7%	10%
Significantly worse	3%	2%	2%	4%	5%	3%	3%	5%	3%	3%	4%	5%	3%	2%	4%	2%	3%
N/A - I do not have this in my local area	3%	1%	3%	3%	3%	2%	1%	3%	2%	6%	2%	3%	3%	2%	3%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(66.A) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local leisure facilities (swimming pool, tennis courts, leisure centre)

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly better	5%	11%	4%	1%	3%	6%	8%	7%	0%	4%	3%	3%	4%	4%	3%	12%	21%
Somewhat better	17%	28%	17%	17%	13%	12%	17%	15%	13%	15%	18%	12%	12%	18%	16%	27%	20%
Around the same	51%	43%	58%	51%	53%	43%	54%	49%	55%	55%	50%	55%	55%	52%	50%	44%	45%
Somewhat worse	15%	10%	12%	18%	10%	25%	15%	15%	21%	15%	18%	13%	14%	16%	17%	12%	5%
Significantly worse	4%	2%	2%	3%	6%	5%	1%	5%	6%	3%	6%	11%	5%	4%	3%	3%	1%
N/A - I do not have this in my local area	8%	5%	7%	9%	15%	9%	5%	10%	6%	8%	5%	6%	9%	6%	9%	2%	8%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local leisure facilities (swimming pool, tennis courts, leisure centre)

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly better	5%	6%	4%	13%	6%	7%	2%	3%	2%	4%	6%	3%	5%	5%	7%	9%	2%
Somewhat better	17%	18%	16%	25%	23%	20%	11%	11%	14%	14%	20%	17%	15%	19%	19%	6%	15%
Around the same	51%	50%	53%	37%	43%	50%	60%	58%	56%	54%	50%	51%	54%	49%	52%	44%	55%
Somewhat worse	15%	16%	13%	15%	17%	13%	14%	15%	14%	15%	16%	12%	12%	17%	15%	24%	13%
Significantly worse	4%	4%	4%	4%	5%	4%	5%	3%	3%	5%	3%	3%	4%	4%	2%	13%	4%
N/A - I do not have this in my local area	8%	6%	10%	6%	6%	6%	8%	9%	11%	8%	5%	14%	9%	5%	6%	5%	11%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local leisure facilities (swimming pool, tennis courts, leisure centre)

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly better	5%	7%	4%	6%	4%	11%	3%	5%	3%	3%	8%	3%	5%	6%	5%	3%	5%
Somewhat better	17%	17%	17%	19%	15%	24%	16%	20%	13%	10%	18%	11%	18%	16%	17%	12%	18%
Around the same	51%	53%	50%	50%	52%	44%	58%	51%	52%	54%	42%	58%	50%	53%	51%	55%	51%
Somewhat worse	15%	15%	17%	13%	14%	14%	14%	16%	18%	14%	10%	12%	15%	13%	15%	15%	15%
Significantly worse	4%	3%	4%	4%	6%	3%	5%	3%	4%	3%	6%	4%	4%	4%	4%	4%	4%
N/A - I do not have this in my local area	8%	6%	8%	8%	9%	4%	4%	5%	9%	17%	16%	12%	7%	8%	8%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local high street

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly better	5%	14%	3%	2%	2%	1%	5%	5%	3%	4%	3%	1%	2%	4%	4%	10%	18%
Somewhat better	16%	27%	14%	14%	12%	16%	17%	13%	10%	16%	10%	8%	14%	12%	18%	24%	24%
Around the same	43%	39%	48%	42%	46%	44%	44%	48%	52%	38%	34%	41%	46%	45%	40%	38%	31%
Somewhat worse	25%	13%	25%	36%	25%	28%	25%	21%	25%	27%	34%	29%	25%	27%	29%	18%	12%
Significantly worse	10%	5%	9%	6%	12%	6%	7%	10%	10%	12%	17%	17%	10%	11%	7%	9%	7%
N/A - I do not have this in my local area	2%	2%	1%	1%	3%	4%	3%	4%	1%	3%	1%	4%	3%	1%	2%	1%	7%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local high street

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly better	5%	5%	4%	10%	7%	7%	2%	2%	1%	3%	5%	5%	4%	5%	7%	6%	3%
Somewhat better	16%	17%	14%	28%	23%	16%	11%	9%	9%	12%	18%	15%	15%	19%	16%	0%	13%
Around the same	43%	41%	44%	35%	39%	45%	46%	49%	42%	45%	40%	51%	44%	41%	36%	36%	48%
Somewhat worse	25%	25%	25%	19%	22%	20%	28%	27%	33%	27%	25%	20%	24%	26%	30%	31%	24%
Significantly worse	10%	9%	11%	6%	8%	11%	10%	11%	11%	12%	10%	7%	10%	8%	10%	27%	8%
N/A - I do not have this in my local area	2%	2%	2%	3%	1%	2%	2%	2%	3%	2%	1%	4%	2%	2%	0%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local high street

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly better	5%	5%	4%	5%	5%	10%	2%	4%	2%	3%	8%	0%	5%	5%	5%	2%	5%
Somewhat better	16%	18%	17%	15%	12%	25%	15%	14%	13%	8%	15%	8%	17%	18%	15%	14%	16%
Around the same	43%	39%	41%	46%	45%	41%	48%	34%	43%	47%	35%	49%	42%	42%	43%	46%	42%
Somewhat worse	25%	27%	27%	25%	23%	17%	26%	32%	27%	28%	29%	29%	25%	23%	26%	28%	25%
Significantly worse	10%	9%	10%	7%	12%	5%	9%	15%	13%	9%	8%	11%	9%	10%	10%	8%	10%
N/A - I do not have this in my local area	2%	2%	1%	2%	3%	2%	1%	1%	2%	5%	6%	4%	2%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local restaurants

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly better	7%	19%	4%	3%	4%	3%	6%	8%	1%	9%	3%	5%	5%	6%	6%	14%	18%
Somewhat better	20%	28%	24%	21%	16%	21%	18%	14%	17%	23%	12%	17%	16%	19%	19%	32%	33%
Around the same	54%	41%	57%	57%	62%	52%	56%	55%	54%	55%	56%	53%	62%	55%	52%	41%	32%
Somewhat worse	13%	6%	10%	14%	11%	19%	13%	14%	16%	12%	21%	14%	11%	14%	16%	10%	4%
Significantly worse	3%	3%	3%	1%	3%	3%	3%	3%	4%	1%	4%	5%	2%	4%	3%	2%	4%
N/A - I do not have this in my local area	3%	2%	2%	4%	4%	3%	4%	7%	7%	1%	3%	6%	5%	2%	3%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local restaurants

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly better	7%	8%	6%	12%	12%	8%	3%	3%	4%	5%	8%	6%	6%	8%	9%	2%	4%
Somewhat better	20%	21%	19%	30%	20%	22%	15%	16%	19%	18%	22%	21%	20%	20%	25%	28%	18%
Around the same	54%	51%	57%	44%	47%	51%	63%	58%	59%	58%	51%	56%	57%	52%	50%	49%	55%
Somewhat worse	13%	14%	12%	8%	17%	13%	12%	16%	12%	12%	14%	11%	10%	14%	12%	16%	15%
Significantly worse	3%	3%	3%	4%	2%	2%	3%	3%	3%	3%	3%	2%	3%	3%	2%	0%	1%
N/A - I do not have this in my local area	3%	3%	4%	2%	2%	4%	4%	4%	4%	4%	3%	5%	4%	3%	1%	3%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(68.C) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local restaurants

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly better	7%	9%	6%	6%	6%	14%	5%	4%	4%	4%	10%	1%	8%	8%	7%	4%	7%
Somewhat better	20%	26%	21%	16%	16%	25%	23%	15%	18%	16%	14%	13%	21%	23%	19%	17%	20%
Around the same	54%	47%	53%	61%	56%	48%	55%	56%	55%	58%	56%	66%	53%	53%	54%	60%	53%
Somewhat worse	13%	13%	15%	10%	13%	8%	12%	20%	15%	11%	14%	11%	13%	10%	14%	12%	13%
Significantly worse	3%	3%	2%	2%	4%	2%	3%	2%	5%	2%	2%	3%	3%	3%	3%	3%	3%
N/A - I do not have this in my local area	3%	2%	3%	5%	5%	2%	2%	2%	4%	8%	4%	6%	3%	3%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local theatre

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly better	4%	12%	3%	2%	2%	1%	3%	4%	2%	5%	4%	2%	2%	3%	5%	8%	13%
Somewhat better	16%	27%	16%	15%	14%	17%	16%	14%	15%	12%	15%	13%	11%	17%	15%	28%	33%
Around the same	41%	32%	41%	45%	47%	42%	48%	41%	48%	41%	40%	33%	46%	42%	39%	37%	25%
Somewhat worse	10%	9%	10%	14%	4%	16%	9%	8%	11%	11%	9%	14%	8%	9%	12%	14%	7%
Significantly worse	4%	4%	4%	3%	3%	1%	3%	4%	5%	4%	3%	7%	2%	4%	4%	4%	4%
N/A - I do not have this in my local area	24%	16%	25%	21%	30%	22%	22%	28%	19%	27%	29%	31%	30%	25%	25%	10%	17%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local theatre

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly better	4%	5%	4%	7%	5%	6%	3%	2%	3%	3%	5%	3%	4%	4%	8%	0%	4%
Somewhat better	16%	18%	15%	26%	19%	17%	12%	12%	15%	15%	19%	11%	18%	17%	19%	18%	11%
Around the same	41%	39%	42%	38%	39%	43%	50%	42%	35%	41%	42%	43%	39%	45%	34%	38%	39%
Somewhat worse	10%	12%	8%	10%	15%	10%	7%	9%	11%	10%	11%	8%	8%	12%	11%	8%	10%
Significantly worse	4%	4%	3%	5%	3%	4%	5%	2%	3%	4%	3%	4%	4%	4%	3%	0%	3%
N/A - I do not have this in my local area	24%	21%	28%	15%	19%	20%	24%	32%	33%	27%	21%	31%	27%	18%	25%	36%	33%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local theatre

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly better	4%	5%	3%	4%	5%	10%	3%	4%	2%	1%	2%	3%	4%	5%	4%	3%	4%
Somewhat better	16%	20%	17%	15%	14%	25%	17%	14%	12%	11%	15%	13%	17%	20%	16%	16%	16%
Around the same	41%	38%	45%	41%	41%	41%	46%	45%	37%	39%	33%	41%	41%	39%	42%	41%	41%
Somewhat worse	10%	11%	11%	10%	9%	9%	11%	12%	11%	9%	10%	7%	11%	9%	11%	5%	11%
Significantly worse	4%	4%	4%	3%	4%	3%	4%	5%	4%	2%	5%	4%	4%	4%	3%	3%	4%
N/A - I do not have this in my local area	24%	22%	21%	27%	28%	12%	20%	20%	35%	38%	35%	32%	24%	24%	25%	31%	23%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local cinema

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly better	5%	15%	2%	3%	2%	2%	5%	7%	4%	4%	4%	1%	3%	5%	5%	11%	13%
Somewhat better	15%	21%	16%	14%	14%	17%	14%	12%	9%	16%	10%	13%	13%	15%	14%	21%	21%
Around the same	50%	44%	47%	55%	50%	53%	51%	47%	58%	52%	49%	45%	53%	51%	48%	43%	36%
Somewhat worse	10%	9%	14%	9%	8%	10%	9%	8%	10%	11%	13%	15%	11%	9%	11%	12%	12%
Significantly worse	4%	3%	3%	3%	5%	2%	3%	4%	3%	3%	4%	7%	3%	3%	4%	4%	0%
N/A - I do not have this in my local area	17%	9%	18%	15%	22%	16%	18%	22%	17%	14%	21%	19%	18%	17%	18%	8%	18%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local cinema

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly better	5%	6%	4%	11%	7%	7%	2%	2%	1%	4%	5%	5%	4%	6%	10%	2%	3%
Somewhat better	15%	15%	14%	26%	16%	17%	12%	9%	11%	12%	16%	16%	15%	16%	15%	0%	11%
Around the same	50%	48%	51%	40%	48%	51%	60%	54%	45%	50%	51%	46%	49%	52%	42%	52%	51%
Somewhat worse	10%	11%	9%	12%	13%	9%	9%	10%	9%	10%	10%	10%	9%	10%	11%	14%	13%
Significantly worse	4%	4%	3%	5%	4%	3%	3%	3%	3%	3%	4%	4%	3%	5%	1%	3%	3%
N/A - I do not have this in my local area	17%	15%	18%	7%	11%	12%	14%	22%	31%	21%	14%	18%	20%	12%	22%	30%	20%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local cinema

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly better	5%	6%	4%	4%	5%	10%	2%	6%	3%	4%	4%	0%	6%	6%	5%	1%	6%
Somewhat better	15%	17%	14%	16%	11%	23%	16%	15%	10%	9%	6%	10%	15%	16%	15%	10%	15%
Around the same	50%	44%	53%	51%	50%	47%	55%	55%	46%	45%	47%	52%	49%	49%	50%	50%	50%
Somewhat worse	10%	11%	11%	8%	12%	11%	9%	8%	12%	11%	10%	8%	11%	9%	11%	11%	10%
Significantly worse	4%	3%	3%	3%	4%	2%	5%	5%	4%	2%	5%	3%	4%	3%	4%	3%	4%
N/A - I do not have this in my local area	17%	18%	14%	17%	18%	7%	14%	10%	25%	30%	28%	27%	16%	18%	17%	26%	15%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local museum

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly better	4%	13%	2%	1%	1%	3%	3%	7%	1%	4%	5%	1%	1%	4%	4%	8%	13%
Somewhat better	13%	18%	13%	15%	12%	6%	13%	9%	13%	14%	14%	8%	9%	12%	11%	28%	33%
Around the same	45%	36%	47%	48%	49%	51%	47%	48%	50%	41%	40%	44%	51%	45%	44%	37%	33%
Somewhat worse	12%	8%	15%	13%	8%	17%	13%	7%	14%	12%	12%	15%	10%	12%	15%	11%	5%
Significantly worse	4%	4%	4%	5%	4%	6%	1%	2%	4%	3%	4%	6%	3%	4%	4%	4%	4%
N/A - I do not have this in my local area	22%	21%	19%	17%	25%	18%	22%	26%	18%	26%	25%	27%	26%	22%	23%	11%	12%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(71.B) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local museum

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly better	4%	6%	3%	9%	6%	5%	2%	4%	2%	4%	5%	3%	4%	5%	4%	0%	4%
Somewhat better	13%	15%	11%	19%	15%	14%	9%	10%	11%	10%	17%	7%	12%	13%	19%	10%	8%
Around the same	45%	43%	46%	39%	42%	47%	52%	49%	41%	46%	44%	50%	47%	45%	36%	46%	48%
Somewhat worse	12%	13%	11%	12%	16%	11%	9%	12%	11%	10%	13%	10%	9%	12%	18%	2%	12%
Significantly worse	4%	4%	4%	8%	4%	4%	3%	1%	3%	4%	3%	3%	4%	5%	1%	0%	1%
N/A - I do not have this in my local area	22%	19%	25%	14%	17%	19%	25%	24%	32%	27%	17%	26%	25%	19%	22%	42%	26%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Your local museum

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly better	4%	6%	3%	5%	4%	12%	3%	3%	1%	2%	3%	1%	5%	5%	4%	2%	5%
Somewhat better	13%	15%	14%	13%	9%	20%	14%	13%	8%	5%	9%	4%	14%	16%	12%	13%	13%
Around the same	45%	42%	45%	43%	48%	44%	48%	44%	43%	46%	43%	54%	44%	43%	45%	44%	45%
Somewhat worse	12%	13%	14%	11%	10%	11%	11%	14%	13%	11%	15%	5%	13%	9%	12%	8%	12%
Significantly worse	4%	4%	4%	4%	4%	4%	4%	5%	4%	2%	1%	3%	4%	5%	4%	3%	4%
N/A - I do not have this in my local area	22%	20%	20%	24%	26%	10%	20%	21%	31%	34%	29%	33%	21%	22%	22%	30%	21%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Enjoy a local area of natural beauty (coast, forest, moor etc)

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly better	14%	14%	13%	22%	10%	4%	10%	15%	13%	14%	20%	20%	10%	14%	15%	20%	16%
Somewhat better	25%	20%	30%	32%	24%	25%	16%	24%	20%	24%	28%	32%	19%	27%	26%	31%	27%
Around the same	41%	39%	42%	35%	49%	43%	48%	40%	55%	42%	34%	33%	49%	41%	38%	34%	40%
Somewhat worse	8%	7%	9%	6%	5%	14%	10%	10%	7%	7%	8%	6%	7%	8%	10%	8%	4%
Significantly worse	4%	6%	2%	1%	4%	5%	3%	4%	2%	5%	2%	5%	5%	3%	3%	2%	6%
N/A - I do not have this in my local area	8%	15%	5%	3%	8%	8%	13%	7%	3%	9%	8%	4%	10%	7%	8%	5%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Enjoy a local area of natural beauty (coast, forest, moor etc)

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly better	14%	15%	13%	14%	16%	12%	10%	17%	15%	13%	16%	9%	14%	12%	22%	29%	9%
Somewhat better	25%	25%	25%	22%	23%	27%	19%	27%	30%	23%	28%	23%	27%	25%	22%	15%	20%
Around the same	41%	40%	42%	38%	40%	44%	52%	35%	37%	44%	38%	49%	42%	40%	36%	22%	50%
Somewhat worse	8%	9%	7%	12%	10%	7%	9%	8%	4%	6%	9%	6%	6%	11%	8%	9%	8%
Significantly worse	4%	4%	4%	6%	4%	5%	3%	4%	2%	5%	3%	3%	4%	4%	2%	18%	4%
N/A - I do not have this in my local area	8%	8%	8%	8%	7%	7%	8%	8%	11%	8%	7%	10%	8%	8%	9%	8%	9%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.C) Compared to other parts of the UK, how much better or worse do you think the options available in your local area are compared to other parts of the UK?: Enjoy a local area of natural beauty (coast, forest, moor etc)

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly better	14%	17%	13%	14%	11%	13%	11%	8%	16%	18%	27%	12%	14%	14%	14%	14%	14%
Somewhat better	25%	32%	24%	26%	18%	25%	24%	19%	24%	28%	35%	21%	25%	30%	23%	27%	25%
Around the same	41%	33%	44%	42%	47%	40%	43%	50%	39%	39%	31%	49%	40%	39%	42%	42%	41%
Somewhat worse	8%	9%	6%	8%	9%	10%	9%	12%	6%	4%	3%	4%	9%	7%	8%	4%	9%
Significantly worse	4%	2%	4%	3%	5%	3%	4%	5%	5%	2%	0%	5%	4%	3%	4%	3%	4%
N/A - I do not have this in my local area	8%	6%	9%	7%	10%	9%	8%	7%	9%	8%	4%	10%	8%	7%	9%	11%	8%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) Overall, how connected or disconnected do you feel to the other people in your local community?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Very connected	7%	15%	8%	5%	5%	6%	6%	10%	5%	4%	4%	6%	4%	7%	4%	18%	25%
Somewhat connected	31%	31%	34%	34%	30%	34%	25%	30%	30%	37%	21%	27%	28%	32%	32%	34%	33%
Neither connected or disconnected	37%	29%	34%	40%	36%	35%	41%	39%	39%	38%	42%	38%	44%	36%	35%	25%	26%
Somewhat disconnected	15%	16%	11%	16%	17%	15%	17%	11%	16%	11%	18%	16%	14%	14%	18%	14%	10%
Very disconnected	8%	6%	10%	5%	11%	9%	7%	8%	10%	7%	13%	9%	8%	10%	8%	7%	2%
Don't know	2%	2%	3%	0%	1%	1%	4%	2%	0%	2%	2%	3%	1%	2%	2%	2%	4%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) Overall, how connected or disconnected do you feel to the other people in your local community?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Very connected	7%	9%	6%	11%	9%	12%	3%	5%	6%	5%	11%	4%	8%	9%	13%	2%	2%
Somewhat connected	31%	29%	33%	29%	29%	29%	27%	32%	36%	32%	33%	21%	37%	31%	30%	29%	19%
Neither connected or disconnected	37%	36%	37%	27%	32%	36%	43%	39%	42%	40%	33%	42%	37%	34%	32%	33%	43%
Somewhat disconnected	15%	15%	14%	20%	17%	11%	15%	14%	12%	14%	14%	15%	12%	16%	15%	18%	17%
Very disconnected	8%	9%	8%	10%	9%	10%	10%	9%	4%	8%	7%	13%	6%	9%	8%	20%	15%
Don't know	2%	2%	2%	3%	3%	1%	3%	0%	1%	1%	2%	5%	1%	1%	1%	0%	5%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.C) Overall, how connected or disconnected do you feel to the other people in your local community?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Very connected	7%	9%	6%	9%	6%	15%	5%	5%	5%	6%	8%	4%	8%	9%	7%	4%	8%
Somewhat connected	31%	37%	30%	32%	24%	28%	32%	28%	28%	37%	38%	31%	31%	40%	29%	33%	30%
Neither connected or disconnected	37%	34%	38%	37%	39%	29%	40%	34%	43%	41%	27%	41%	36%	34%	37%	40%	36%
Somewhat disconnected	15%	12%	18%	15%	13%	16%	15%	18%	14%	8%	15%	14%	15%	11%	16%	16%	14%
Very disconnected	8%	6%	7%	6%	15%	7%	8%	12%	8%	8%	11%	9%	8%	4%	9%	6%	9%
Don't know	2%	2%	2%	2%	2%	3%	1%	3%	2%	1%	2%	1%	2%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(74.A) And would you say that you trust or distrust the average person in your local community?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Strongly trust	8%	15%	6%	8%	6%	6%	4%	6%	7%	8%	11%	5%	6%	6%	7%	16%	29%
Somewhat trust	40%	33%	42%	52%	44%	38%	37%	39%	40%	42%	29%	45%	35%	41%	44%	41%	23%
Neither trust or distrust	34%	34%	34%	21%	30%	35%	40%	37%	35%	34%	41%	32%	38%	34%	33%	30%	35%
Somewhat distrust	11%	10%	10%	13%	13%	13%	11%	11%	13%	9%	11%	11%	14%	11%	10%	9%	4%
Strongly distrust	5%	5%	4%	4%	5%	7%	4%	4%	4%	5%	5%	4%	5%	5%	3%	3%	2%
Don't know	2%	2%	3%	2%	1%	1%	4%	4%	1%	2%	3%	2%	2%	2%	2%	1%	7%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) And would you say that you trust or distrust the average person in your local community?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Strongly trust	8%	11%	5%	11%	7%	10%	5%	6%	9%	6%	10%	5%	10%	7%	12%	2%	4%
Somewhat trust	40%	36%	44%	31%	32%	36%	38%	43%	54%	42%	42%	31%	45%	38%	48%	38%	30%
Neither trust or distrust	34%	34%	34%	33%	33%	35%	38%	38%	29%	34%	33%	39%	32%	36%	27%	20%	40%
Somewhat distrust	11%	11%	11%	15%	16%	12%	11%	9%	5%	11%	10%	13%	9%	12%	8%	24%	13%
Strongly distrust	5%	6%	4%	6%	8%	5%	5%	3%	1%	5%	3%	8%	3%	5%	2%	11%	10%
Don't know	2%	3%	2%	4%	3%	1%	4%	1%	1%	2%	2%	4%	2%	2%	2%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) And would you say that you trust or distrust the average person in your local community?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Strongly trust	8%	13%	7%	8%	4%	11%	7%	6%	5%	12%	10%	4%	9%	13%	7%	5%	9%
Somewhat trust	40%	46%	41%	39%	32%	34%	41%	31%	43%	45%	54%	43%	39%	47%	38%	45%	39%
Neither trust or distrust	34%	30%	35%	36%	36%	34%	34%	41%	35%	30%	25%	35%	34%	28%	36%	35%	34%
Somewhat distrust	11%	6%	12%	12%	15%	12%	13%	15%	10%	6%	4%	12%	11%	8%	12%	9%	11%
Strongly distrust	5%	3%	3%	3%	10%	5%	4%	5%	5%	4%	7%	4%	5%	2%	5%	4%	5%
Don't know	2%	2%	3%	3%	3%	3%	1%	2%	3%	3%	1%	2%	2%	2%	3%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) And overall, how satisfied are you with the progress of your career? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'.

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	900	179	129	73	70	56	82	64	46	77	67	57	0	0	234	174	30
Weighted	979	198	127	74	78	67	98	63	42	89	83	59	0	0	242	179	28
0 - not at all satisfied	3%	2%	2%	3%	6%	2%	5%	7%	4%	6%	1%	3%	3%	4%	5%	2%	0%
1	2%	2%	2%	3%	3%	2%	0%	0%	0%	4%	1%	5%	3%	2%	1%	2%	0%
2	4%	1%	5%	4%	6%	5%	3%	5%	6%	2%	6%	5%	5%	4%	3%	5%	0%
3	6%	5%	6%	6%	9%	14%	4%	6%	2%	3%	5%	7%	9%	5%	8%	3%	0%
4	7%	7%	8%	2%	5%	6%	7%	6%	11%	6%	11%	6%	9%	7%	6%	4%	8%
5	14%	15%	17%	21%	9%	6%	11%	9%	19%	10%	11%	20%	16%	17%	12%	8%	3%
6	10%	7%	9%	9%	14%	20%	10%	9%	4%	10%	7%	10%	9%	7%	13%	11%	7%
7	17%	18%	18%	16%	17%	17%	19%	16%	24%	19%	16%	12%	15%	17%	18%	20%	11%
8	15%	15%	15%	10%	12%	17%	19%	20%	14%	14%	18%	11%	10%	16%	14%	19%	23%
9	8%	8%	8%	11%	12%	6%	11%	3%	4%	5%	9%	11%	11%	6%	7%	8%	20%
10 - completely satisfied	11%	16%	8%	11%	5%	4%	8%	16%	10%	19%	11%	8%	7%	10%	11%	16%	22%
Don't know	3%	4%	3%	4%	1%	0%	4%	2%	2%	2%	1%	3%	2%	4%	3%	1%	6%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) And overall, how satisfied are you with the progress of your career? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'.

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	900	457	439	136	190	282	274	15	3	283	431	129	280	289	77	10	104
Weighted	979	534	440	183	260	264	251	18	2	299	465	147	283	331	72	11	119
0 - not at all satisfied	3%	4%	3%	2%	4%	4%	4%	0%	0%	5%	3%	3%	2%	5%	1%	19%	4%
1	2%	2%	2%	4%	0%	1%	3%	0%	0%	2%	1%	1%	2%	1%	3%	0%	1%
2	4%	4%	4%	2%	5%	4%	4%	0%	0%	3%	4%	6%	4%	4%	0%	0%	7%
3	6%	6%	6%	9%	7%	6%	3%	11%	0%	4%	7%	7%	4%	8%	9%	0%	8%
4	7%	5%	8%	4%	9%	8%	5%	6%	0%	7%	5%	12%	6%	5%	7%	8%	10%
5	14%	13%	15%	14%	15%	10%	16%	0%	0%	12%	12%	22%	9%	15%	4%	0%	27%
6	10%	10%	8%	7%	11%	10%	8%	26%	0%	8%	10%	11%	9%	9%	10%	11%	9%
7	17%	18%	16%	21%	16%	16%	17%	19%	0%	18%	17%	13%	17%	19%	10%	26%	15%
8	15%	14%	16%	13%	17%	14%	15%	14%	0%	15%	18%	9%	19%	17%	21%	11%	2%
9	8%	8%	8%	9%	8%	8%	8%	0%	0%	9%	9%	5%	11%	9%	9%	0%	6%
10 - completely satisfied	11%	13%	10%	11%	7%	16%	11%	20%	62%	13%	11%	10%	15%	7%	21%	4%	8%
Don't know	3%	2%	3%	1%	2%	3%	5%	4%	38%	3%	2%	2%	1%	2%	5%	20%	2%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) And overall, how satisfied are you with the progress of your career? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'.

	Social Grade					Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
	Total	AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	900	314	258	164	163	271	227	120	153	85	43	52	848	173	727	88	812
Weighted	979	275	246	231	226	310	239	136	158	89	46	67	911	151	827	90	889
0 - not at all satisfied	3%	3%	4%	2%	5%	3%	4%	5%	4%	1%	0%	3%	3%	1%	4%	2%	4%
1	2%	2%	3%	1%	2%	0%	3%	3%	3%	2%	0%	2%	2%	3%	2%	4%	2%
2	4%	4%	3%	4%	4%	3%	2%	5%	5%	2%	12%	2%	4%	3%	4%	6%	4%
3	6%	3%	5%	6%	11%	7%	4%	5%	6%	6%	10%	6%	6%	1%	7%	9%	6%
4	7%	5%	6%	6%	10%	6%	8%	10%	4%	8%	7%	9%	7%	5%	7%	11%	6%
5	14%	10%	11%	17%	18%	13%	12%	13%	20%	10%	13%	14%	14%	6%	15%	14%	14%
6	10%	7%	13%	10%	9%	6%	11%	10%	7%	20%	11%	12%	10%	8%	10%	9%	10%
7	17%	17%	21%	20%	11%	16%	20%	15%	16%	21%	20%	18%	17%	22%	17%	11%	18%
8	15%	20%	16%	14%	8%	16%	18%	16%	15%	7%	11%	11%	15%	22%	14%	15%	15%
9	8%	11%	6%	8%	8%	10%	7%	5%	7%	10%	14%	7%	8%	12%	8%	9%	8%
10 - completely satisfied	11%	16%	8%	10%	10%	16%	9%	12%	11%	9%	2%	15%	11%	15%	11%	10%	12%
Don't know	3%	2%	4%	2%	3%	4%	3%	0%	1%	4%	0%	0%	3%	1%	3%	0%	3%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) Which, if any, of the following best describes your type of work?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	900	179	129	73	70	56	82	64	46	77	67	57	0	0	234	174	30
Weighted	979	198	127	74	78	67	98	63	42	89	83	59	0	0	242	179	28
Working in an office	33%	36%	32%	27%	37%	34%	38%	29%	33%	32%	32%	23%	21%	27%	42%	43%	38%
Working in retail	14%	16%	11%	14%	16%	11%	15%	10%	12%	15%	18%	8%	18%	17%	7%	13%	7%
Working in hospitality (café, pub, restaurant, cinema etc)	6%	6%	9%	5%	2%	4%	6%	1%	2%	3%	11%	10%	6%	10%	3%	3%	0%
Working in a factory or warehouse	7%	6%	3%	5%	2%	12%	10%	18%	2%	9%	8%	4%	13%	7%	5%	1%	13%
Working in transport or distribution	3%	3%	5%	0%	4%	3%	0%	5%	7%	1%	2%	8%	6%	5%	2%	0%	0%
Working in a school, nursery or university	10%	6%	12%	18%	10%	11%	8%	8%	12%	12%	7%	5%	7%	8%	14%	9%	14%
Working in a hospital, or in care	8%	6%	5%	7%	10%	5%	10%	8%	7%	14%	0%	21%	7%	7%	9%	9%	8%
Working in farming or agriculture	2%	3%	0%	0%	0%	6%	1%	0%	2%	0%	1%	2%	2%	1%	1%	3%	5%
Working in construction	4%	3%	5%	6%	6%	0%	4%	4%	7%	3%	2%	5%	3%	5%	3%	4%	0%
Working as a plumber, electrician or similar	2%	4%	1%	4%	2%	2%	0%	2%	5%	0%	6%	4%	4%	1%	3%	2%	2%
Other	12%	11%	18%	15%	12%	12%	7%	15%	10%	11%	13%	10%	13%	12%	12%	13%	12%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) Which, if any, of the following best describes your type of work?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	900	457	439	136	190	282	274	15	3	283	431	129	280	289	77	10	104
Weighted	979	534	440	183	260	264	251	18	2	299	465	147	283	331	72	11	119
Working in an office	33%	36%	29%	23%	33%	36%	38%	25%	0%	34%	35%	32%	43%	27%	41%	36%	28%
Working in retail	14%	12%	16%	16%	14%	13%	12%	11%	0%	12%	12%	23%	10%	14%	10%	0%	23%
Working in hospitality (cafe, pub, restaurant, cinema etc)	6%	5%	7%	11%	4%	7%	3%	0%	0%	3%	5%	7%	3%	6%	4%	11%	4%
Working in a factory or warehouse	7%	10%	3%	8%	8%	7%	5%	0%	0%	7%	6%	8%	6%	5%	2%	14%	13%
Working in transport or distribution	3%	5%	1%	4%	3%	2%	4%	6%	0%	5%	3%	1%	3%	3%	7%	0%	3%
Working in a school, nursery or university	10%	3%	17%	9%	12%	9%	8%	12%	41%	9%	12%	7%	7%	14%	6%	0%	6%
Working in a hospital, or in care	8%	5%	11%	8%	7%	7%	9%	7%	0%	6%	9%	6%	6%	11%	7%	0%	4%
Working in farming or agriculture	2%	2%	1%	3%	3%	0%	0%	0%	0%	0%	3%	0%	0%	3%	2%	0%	0%
Working in construction	4%	6%	2%	6%	4%	3%	3%	0%	0%	6%	3%	2%	5%	2%	5%	0%	3%
Working as a plumber, electrician or similar	2%	4%	1%	2%	4%	2%	2%	0%	0%	3%	2%	2%	2%	3%	2%	15%	2%
Other	12%	12%	13%	8%	9%	14%	15%	39%	59%	15%	11%	11%	14%	11%	15%	24%	14%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(76.C) Which, if any, of the following best describes your type of work?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	900	314	258	164	163	271	227	120	153	85	43	52	848	173	727	88	812
Weighted	979	275	246	231	226	310	239	136	158	89	46	67	911	151	827	90	889
Working in an office	33%	49%	52%	16%	9%	32%	37%	27%	32%	32%	38%	23%	34%	59%	28%	35%	33%
Working in retail	14%	6%	11%	13%	26%	17%	11%	11%	13%	13%	17%	9%	14%	7%	15%	10%	14%
Working in hospitality (cafe, pub, restaurant, cinema etc)	6%	1%	4%	7%	11%	7%	5%	2%	4%	6%	16%	3%	6%	2%	6%	6%	6%
Working in a factory or warehouse	7%	3%	1%	10%	16%	7%	7%	13%	5%	4%	3%	16%	6%	2%	8%	9%	7%
Working in transport or distribution	3%	1%	2%	4%	6%	4%	4%	2%	3%	3%	0%	5%	3%	3%	3%	4%	3%
Working in a school, nursery or university	10%	13%	8%	11%	6%	8%	9%	13%	12%	9%	9%	3%	10%	6%	10%	5%	10%
Working in a hospital, or in care	8%	7%	7%	10%	8%	6%	8%	9%	7%	10%	14%	7%	8%	4%	9%	7%	8%
Working in farming or agriculture	2%	0%	1%	3%	2%	3%	3%	1%	0%	0%	0%	0%	2%	0%	2%	0%	2%
Working in construction	4%	3%	2%	10%	2%	3%	4%	6%	4%	4%	0%	10%	3%	5%	4%	6%	4%
Working as a plumber, electrician or similar	2%	1%	1%	7%	1%	3%	0%	4%	4%	1%	0%	3%	2%	1%	3%	0%	3%
Other	12%	16%	11%	9%	14%	10%	13%	13%	15%	19%	3%	21%	12%	12%	12%	17%	12%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Which of these best describe the location you currently live in?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
I live in the same village, town or city as the one I grew up in as a child	30%	35%	25%	28%	24%	38%	30%	33%	34%	30%	28%	26%	32%	31%	25%	30%	28%
I live close to where to grew up as a child	27%	30%	22%	21%	30%	26%	27%	30%	35%	29%	26%	30%	31%	29%	24%	21%	25%
I live in a different part of the UK from where I grew up	35%	19%	47%	47%	40%	30%	32%	31%	21%	38%	42%	41%	33%	35%	41%	32%	40%
I did not grow up in the UK	5%	13%	5%	3%	4%	4%	6%	5%	3%	2%	3%	3%	1%	4%	8%	12%	6%
None of these apply to me	2%	2%	1%	1%	2%	2%	2%	2%	5%	0%	1%	1%	2%	1%	1%	3%	1%
Prefer not to say	1%	1%	0%	0%	0%	0%	2%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) Which of these best describe the location you currently live in?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
I live in the same village, town or city as the one I grew up in as a child	30%	31%	29%	46%	33%	37%	33%	21%	15%	27%	29%	34%	23%	37%	25%	33%	35%
I live close to where to grew up as a child	27%	26%	28%	22%	30%	26%	28%	29%	28%	31%	26%	22%	30%	27%	33%	41%	19%
I live in a different part of the UK from where I grew up	35%	36%	35%	21%	26%	26%	33%	47%	55%	39%	39%	23%	43%	31%	38%	24%	25%
I did not grow up in the UK	5%	5%	6%	9%	9%	8%	4%	2%	2%	2%	4%	17%	3%	3%	3%	0%	17%
None of these apply to me	2%	1%	2%	1%	2%	3%	1%	1%	1%	1%	2%	2%	1%	2%	0%	2%	3%
Prefer not to say	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.C) Which of these best describe the location you currently live in?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
I live in the same village, town or city as the one I grew up in as a child	30%	21%	27%	35%	37%	40%	28%	35%	26%	21%	17%	29%	30%	18%	33%	19%	31%
I live close to where to grew up as a child	27%	26%	29%	29%	25%	22%	32%	28%	27%	27%	24%	30%	27%	28%	27%	28%	27%
I live in a different part of the UK from where I grew up	35%	47%	35%	28%	30%	24%	34%	30%	41%	49%	49%	38%	35%	49%	32%	48%	34%
I did not grow up in the UK	5%	5%	6%	5%	5%	10%	4%	6%	4%	1%	4%	1%	6%	3%	6%	2%	6%
None of these apply to me	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	4%	2%	2%	1%	2%	2%	2%
Prefer not to say	1%	1%	1%	1%	0%	2%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Why did you initially move away from home? Select any which apply

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	1384	169	228	125	141	83	114	119	60	147	115	83	0	0	355	164	36
Weighted	1363	179	199	117	138	87	122	107	50	155	133	77	0	0	337	158	31
I moved with my family or for social reasons	30%	27%	26%	38%	26%	28%	29%	26%	45%	35%	29%	30%	36%	34%	23%	23%	10%
I moved for a new job or job opportunities	30%	34%	29%	34%	31%	24%	29%	22%	34%	24%	36%	26%	22%	30%	32%	37%	54%
I moved to study at university, or another type of education	18%	27%	17%	18%	13%	17%	21%	16%	10%	14%	20%	10%	3%	10%	34%	32%	57%
Lack of housing in the area I grew up	7%	5%	6%	5%	7%	11%	10%	12%	11%	4%	1%	12%	7%	8%	5%	7%	7%
Too expensive to live where I grew up	11%	13%	14%	9%	14%	13%	9%	14%	14%	4%	3%	14%	12%	11%	10%	11%	12%
Other, please specify	15%	12%	19%	13%	17%	14%	13%	18%	10%	19%	13%	19%	22%	16%	10%	7%	3%
Prefer not to say	5%	5%	4%	3%	7%	7%	5%	5%	3%	8%	4%	5%	7%	5%	4%	5%	0%

Note:

BASE: Those who have moved away from the area they were born

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Why did you initially move away from home? Select any which apply

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1384	663	716	116	171	221	246	210	420	570	600	150	595	325	125	15	147
Weighted	1363	664	694	146	222	204	223	217	351	549	588	158	558	338	113	16	147
I moved with my family or for social reasons	30%	27%	33%	33%	31%	36%	36%	28%	21%	30%	29%	33%	29%	32%	22%	36%	32%
I moved for a new job or job opportunities	30%	36%	24%	22%	32%	26%	23%	35%	35%	28%	34%	23%	30%	29%	30%	41%	26%
I moved to study at university, or another type of education	18%	20%	15%	37%	23%	15%	14%	12%	12%	8%	24%	17%	11%	24%	27%	0%	15%
Lack of housing in the area I grew up	7%	7%	7%	10%	12%	8%	8%	2%	4%	6%	6%	13%	7%	8%	4%	5%	10%
Too expensive to live where I grew up	11%	11%	11%	8%	17%	16%	15%	6%	6%	13%	10%	10%	10%	14%	13%	10%	9%
Other, please specify	15%	12%	19%	7%	10%	9%	9%	22%	26%	20%	13%	10%	20%	11%	13%	18%	10%
Prefer not to say	5%	5%	6%	6%	6%	6%	8%	4%	3%	4%	5%	8%	4%	4%	6%	8%	11%

Note:

BASE: Those who have moved away from the area they were born

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.C) Why did you initially move away from home? Select any which apply

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	1384	482	389	208	296	243	367	152	310	220	92	135	1249	359	1025	209	1175
Weighted	1363	415	366	274	299	263	360	162	288	203	87	145	1218	313	1049	198	1164
I moved with my family or for social reasons	30%	22%	28%	36%	38%	28%	32%	30%	31%	26%	30%	37%	29%	26%	31%	29%	30%
I moved for a new job or job opportunities	30%	37%	29%	28%	22%	33%	27%	30%	30%	33%	23%	25%	30%	35%	28%	29%	30%
I moved to study at university, or another type of education	18%	24%	18%	15%	11%	29%	16%	15%	13%	14%	17%	5%	19%	15%	18%	10%	19%
Lack of housing in the area I grew up	7%	5%	6%	9%	9%	8%	7%	10%	5%	4%	9%	7%	7%	6%	7%	8%	7%
Too expensive to live where I grew up	11%	7%	11%	14%	13%	11%	11%	16%	10%	10%	6%	14%	11%	7%	12%	13%	11%
Other, please specify	15%	15%	15%	15%	15%	9%	19%	10%	19%	18%	16%	19%	15%	19%	14%	20%	15%
Prefer not to say	5%	3%	4%	5%	9%	5%	4%	6%	6%	6%	6%	4%	5%	2%	6%	4%	5%

*Note:*

BASE: Those who have moved away from the area they were born

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) How much easier or harder do you think it would be for you to personally find a better paid job if you lived elsewhere in the UK?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	900	179	129	73	70	56	82	64	46	77	67	57	0	0	234	174	30
Weighted	979	198	127	74	78	67	98	63	42	89	83	59	0	0	242	179	28
Much easier	11%	16%	10%	4%	7%	11%	10%	5%	12%	15%	15%	10%	8%	9%	9%	19%	28%
Somewhat easier	23%	22%	17%	26%	18%	34%	25%	31%	28%	19%	22%	20%	15%	28%	23%	22%	16%
Around the same	43%	37%	47%	48%	45%	40%	49%	45%	41%	45%	39%	44%	49%	45%	41%	37%	39%
Somewhat harder	10%	13%	13%	9%	16%	7%	7%	4%	7%	3%	11%	12%	11%	7%	13%	10%	8%
Much harder	5%	7%	5%	5%	6%	4%	2%	5%	3%	7%	4%	2%	6%	3%	5%	7%	0%
Don't know	8%	6%	8%	9%	8%	4%	8%	10%	8%	11%	10%	12%	11%	8%	8%	5%	9%

*Note:*

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(79.B) How much easier or harder do you think it would be for you to personally find a better paid job if you lived elsewhere in the UK?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	900	457	439	136	190	282	274	15	3	283	431	129	280	289	77	10	104
Weighted	979	534	440	183	260	264	251	18	2	299	465	147	283	331	72	11	119
Much easier	11%	15%	7%	21%	9%	11%	7%	0%	0%	8%	14%	8%	12%	10%	20%	0%	8%
Somewhat easier	23%	22%	23%	22%	28%	24%	16%	25%	0%	23%	24%	18%	25%	30%	14%	26%	13%
Around the same	43%	42%	45%	44%	39%	45%	43%	67%	41%	46%	39%	52%	40%	40%	36%	35%	57%
Somewhat harder	10%	10%	10%	7%	12%	5%	15%	8%	0%	11%	11%	5%	11%	10%	14%	11%	6%
Much harder	5%	5%	5%	3%	5%	5%	6%	0%	38%	3%	5%	8%	5%	4%	8%	6%	6%
Don't know	8%	5%	11%	2%	7%	10%	12%	0%	20%	9%	7%	9%	6%	6%	8%	22%	11%

*Note:*

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.C) How much easier or harder do you think it would be for you to personally find a better paid job if you lived elsewhere in the UK?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	900	314	258	164	163	271	227	120	153	85	43	52	848	173	727	88	812
Weighted	979	275	246	231	226	310	239	136	158	89	46	67	911	151	827	90	889
Much easier	11%	13%	10%	14%	9%	16%	8%	12%	6%	6%	21%	4%	12%	14%	11%	8%	12%
Somewhat easier	23%	27%	17%	26%	20%	23%	19%	22%	26%	24%	29%	24%	23%	25%	22%	26%	22%
Around the same	43%	39%	42%	41%	51%	38%	44%	44%	47%	50%	38%	48%	43%	35%	44%	41%	43%
Somewhat harder	10%	10%	13%	11%	7%	9%	13%	11%	9%	7%	4%	13%	10%	13%	9%	10%	10%
Much harder	5%	5%	6%	4%	5%	5%	5%	5%	5%	5%	3%	3%	5%	6%	5%	5%	5%
Don't know	8%	6%	11%	5%	9%	8%	10%	7%	7%	8%	5%	7%	8%	7%	8%	11%	8%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) How likely or unlikely do you think it is that in the next ten years you will move to a different part of the UK for a job?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	900	179	129	73	70	56	82	64	46	77	67	57	0	0	234	174	30
Weighted	979	198	127	74	78	67	98	63	42	89	83	59	0	0	242	179	28
Very likely	12%	19%	12%	2%	6%	15%	14%	10%	0%	12%	14%	5%	8%	11%	10%	16%	25%
Somewhat likely	23%	26%	26%	20%	22%	26%	20%	22%	16%	24%	16%	27%	16%	22%	21%	32%	31%
Neither likely or unlikely	24%	25%	18%	30%	21%	16%	26%	30%	31%	28%	20%	25%	27%	24%	23%	22%	23%
Somewhat unlikely	14%	11%	14%	21%	14%	9%	13%	11%	18%	14%	18%	14%	9%	15%	18%	12%	6%
Very unlikely	23%	15%	28%	26%	29%	34%	22%	24%	29%	13%	25%	29%	36%	23%	21%	14%	13%
Don't know	4%	4%	2%	3%	7%	0%	5%	4%	6%	9%	7%	1%	4%	4%	7%	3%	2%
Total Likely:	34%	44%	38%	22%	28%	41%	34%	32%	16%	36%	29%	31%	24%	33%	31%	48%	56%
Total Unlikely:	37%	27%	42%	46%	43%	43%	35%	34%	47%	27%	43%	43%	45%	38%	39%	27%	19%
Net:	-3%	18%	-5%	-25%	-14%	-2%	-1%	-2%	-31%	9%	-14%	-12%	-21%	-5%	-8%	22%	36%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) How likely or unlikely do you think it is that in the next ten years you will move to a different part of the UK for a job?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	900	457	439	136	190	282	274	15	3	283	431	129	280	289	77	10	104
Weighted	979	534	440	183	260	264	251	18	2	299	465	147	283	331	72	11	119
Very likely	12%	15%	7%	16%	11%	13%	7%	7%	0%	8%	13%	11%	12%	11%	17%	0%	10%
Somewhat likely	23%	23%	23%	34%	30%	20%	12%	10%	0%	18%	25%	23%	22%	25%	21%	0%	21%
Neither likely or unlikely	24%	27%	20%	26%	25%	24%	23%	14%	0%	26%	20%	30%	25%	23%	24%	78%	26%
Somewhat unlikely	14%	13%	14%	11%	13%	15%	15%	14%	0%	12%	16%	12%	12%	15%	11%	0%	11%
Very unlikely	23%	17%	31%	11%	18%	22%	37%	56%	80%	28%	22%	21%	25%	22%	24%	9%	28%
Don't know	4%	4%	5%	2%	3%	6%	6%	0%	20%	7%	3%	2%	4%	4%	3%	12%	4%
Total Likely:	34%	38%	30%	50%	41%	33%	19%	17%	0%	27%	38%	34%	34%	36%	38%	0%	31%
Total Unlikely:	37%	31%	45%	22%	31%	38%	52%	69%	80%	40%	38%	33%	37%	37%	35%	9%	39%
Net:	-3%	7%	-15%	28%	10%	-5%	-33%	-53%	-80%	-14%	0%	0%	-3%	-2%	4%	-9%	-8%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.C) How likely or unlikely do you think it is that in the next ten years you will move to a different part of the UK for a job?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	900	314	258	164	163	271	227	120	153	85	43	52	848	173	727	88	812
Weighted	979	275	246	231	226	310	239	136	158	89	46	67	911	151	827	90	889
Very likely	12%	14%	7%	13%	11%	18%	9%	12%	8%	1%	15%	5%	12%	15%	11%	12%	12%
Somewhat likely	23%	23%	20%	26%	22%	26%	22%	21%	23%	15%	29%	18%	23%	20%	23%	23%	23%
Neither likely or unlikely	24%	18%	26%	28%	25%	26%	21%	24%	21%	35%	15%	25%	24%	25%	24%	21%	24%
Somewhat unlikely	14%	17%	17%	11%	11%	14%	13%	12%	15%	18%	8%	10%	14%	16%	13%	11%	14%
Very unlikely	23%	23%	25%	18%	27%	11%	31%	24%	31%	27%	30%	33%	23%	22%	24%	25%	23%
Don't know	4%	4%	5%	4%	5%	5%	4%	7%	2%	4%	3%	9%	4%	2%	5%	8%	4%
Total Likely:	34%	37%	28%	39%	33%	44%	31%	33%	31%	16%	44%	22%	35%	35%	34%	34%	34%
Total Unlikely:	37%	40%	42%	29%	37%	25%	44%	37%	46%	45%	38%	43%	37%	38%	37%	37%	37%
Net:	-3%	-3%	-14%	10%	-5%	18%	-13%	-4%	-15%	-29%	6%	-21%	-2%	-3%	-3%	-2%	-3%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) If it was possible to do your job while working completely remotely for the long term, how likely or unlikely do you think it is that you would choose to move to a different part of the UK?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	900	179	129	73	70	56	82	64	46	77	67	57	0	0	234	174	30
Weighted	979	198	127	74	78	67	98	63	42	89	83	59	0	0	242	179	28
Very likely	15%	23%	17%	5%	9%	16%	15%	10%	4%	14%	14%	18%	8%	14%	16%	21%	35%
Somewhat likely	23%	25%	16%	29%	27%	24%	29%	23%	23%	20%	22%	22%	17%	24%	23%	31%	13%
Neither likely or unlikely	27%	27%	26%	31%	30%	27%	25%	29%	25%	29%	29%	25%	34%	29%	22%	25%	24%
Somewhat unlikely	12%	13%	13%	16%	13%	14%	12%	14%	11%	13%	5%	7%	13%	12%	13%	9%	14%
Very unlikely	18%	8%	20%	16%	18%	17%	13%	21%	34%	18%	29%	24%	23%	18%	18%	13%	11%
N/A I already work fully remote	4%	4%	8%	4%	3%	3%	5%	3%	2%	6%	1%	4%	5%	4%	7%	1%	4%
Total Likely:	38%	48%	33%	34%	35%	40%	44%	33%	28%	33%	36%	40%	25%	38%	39%	52%	48%
Total Unlikely:	30%	21%	33%	31%	31%	31%	26%	35%	46%	32%	34%	31%	36%	30%	32%	22%	25%
Net:	8%	27%	0%	3%	4%	9%	19%	-2%	-18%	1%	2%	9%	-11%	8%	8%	30%	23%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) If it was possible to do your job while working completely remotely for the long term, how likely or unlikely do you think it is that you would choose to move to a different part of the UK?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	900	457	439	136	190	282	274	15	3	283	431	129	280	289	77	10	104
Weighted	979	534	440	183	260	264	251	18	2	299	465	147	283	331	72	11	119
Very likely	15%	19%	10%	20%	12%	16%	13%	20%	0%	13%	17%	11%	16%	14%	26%	0%	8%
Somewhat likely	23%	24%	23%	28%	30%	24%	14%	11%	0%	22%	25%	20%	26%	25%	27%	15%	15%
Neither likely or unlikely	27%	27%	28%	25%	23%	29%	33%	15%	0%	29%	25%	32%	25%	30%	10%	47%	26%
Somewhat unlikely	12%	12%	12%	18%	13%	10%	8%	21%	0%	9%	14%	16%	9%	11%	16%	6%	24%
Very unlikely	18%	14%	23%	8%	17%	17%	26%	18%	41%	21%	16%	19%	21%	16%	15%	20%	21%
N/A I already work fully remote	4%	4%	5%	1%	5%	3%	5%	16%	59%	5%	4%	3%	3%	3%	5%	12%	6%
Total Likely:	38%	43%	33%	48%	42%	40%	26%	31%	0%	35%	42%	30%	42%	40%	53%	15%	23%
Total Unlikely:	30%	26%	35%	26%	30%	28%	35%	39%	41%	31%	30%	34%	30%	27%	31%	26%	45%
Net:	8%	17%	-2%	22%	12%	12%	-8%	-8%	-41%	4%	12%	-4%	12%	13%	22%	-11%	-22%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.C) If it was possible to do your job while working completely remotely for the long term, how likely or unlikely do you think it is that you would choose to move to a different part of the UK?

	Social Grade					Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
	Total	AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	900	314	258	164	163	271	227	120	153	85	43	52	848	173	727	88	812
Weighted	979	275	246	231	226	310	239	136	158	89	46	67	911	151	827	90	889
Very likely	15%	21%	14%	14%	10%	24%	12%	16%	7%	9%	7%	9%	15%	18%	15%	13%	15%
Somewhat likely	23%	26%	25%	22%	19%	25%	24%	29%	17%	16%	31%	18%	24%	30%	22%	23%	23%
Neither likely or unlikely	27%	23%	24%	31%	32%	25%	28%	23%	34%	30%	22%	30%	27%	27%	27%	24%	28%
Somewhat unlikely	12%	11%	12%	11%	14%	12%	11%	8%	16%	15%	10%	9%	12%	7%	13%	12%	12%
Very unlikely	18%	14%	18%	20%	20%	10%	21%	21%	23%	19%	25%	34%	17%	14%	19%	25%	17%
N/A I already work fully remote	4%	5%	6%	2%	4%	4%	4%	3%	3%	10%	5%	0%	5%	4%	4%	3%	4%
Total Likely:	38%	47%	40%	36%	29%	49%	36%	45%	24%	25%	38%	26%	39%	48%	37%	37%	39%
Total Unlikely:	30%	26%	30%	31%	35%	22%	32%	29%	39%	34%	35%	43%	29%	21%	32%	37%	29%
Net:	8%	21%	10%	5%	-6%	27%	4%	16%	-15%	-9%	3%	-17%	10%	27%	5%	0%	9%

Note:

BASE: Those in work

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(82.A) Do you think it would be easier or more difficult for a young person to find a good job in your area compared to other parts of the UK?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Significantly more difficult	11%	11%	6%	14%	9%	7%	9%	10%	17%	9%	20%	19%	11%	10%	11%	11%	16%
Somewhat more difficult	28%	17%	26%	36%	26%	26%	24%	35%	33%	35%	30%	33%	26%	31%	29%	24%	18%
Around the same	39%	34%	41%	31%	44%	45%	53%	37%	31%	38%	33%	36%	40%	41%	39%	37%	30%
Somewhat easier	12%	23%	16%	12%	11%	12%	7%	9%	9%	8%	9%	3%	11%	10%	13%	16%	19%
Significantly more easy	2%	6%	2%	1%	1%	0%	2%	1%	4%	2%	1%	1%	2%	2%	2%	5%	3%
Don't know	8%	9%	9%	5%	10%	10%	6%	8%	5%	8%	7%	8%	10%	6%	7%	7%	15%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) Do you think it would be easier or more difficult for a young person to find a good job in your area compared to other parts of the UK?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Significantly more difficult	11%	12%	11%	9%	15%	14%	14%	8%	8%	11%	11%	13%	8%	15%	14%	13%	10%
Somewhat more difficult	28%	27%	29%	28%	30%	24%	22%	34%	31%	30%	28%	25%	29%	27%	24%	34%	28%
Around the same	39%	39%	38%	39%	37%	39%	42%	38%	38%	41%	37%	40%	42%	38%	34%	22%	37%
Somewhat easier	12%	13%	11%	14%	11%	12%	10%	13%	13%	10%	15%	10%	13%	12%	16%	18%	10%
Significantly more easy	2%	3%	2%	7%	2%	3%	2%	0%	1%	1%	3%	0%	1%	2%	5%	0%	2%
Don't know	8%	7%	9%	4%	6%	8%	11%	7%	10%	8%	6%	12%	7%	5%	6%	13%	13%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.C) Do you think it would be easier or more difficult for a young person to find a good job in your area compared to other parts of the UK?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Significantly more difficult	11%	8%	9%	11%	17%	13%	8%	12%	12%	12%	12%	12%	11%	5%	13%	8%	12%
Somewhat more difficult	28%	28%	29%	29%	25%	23%	26%	26%	33%	30%	37%	30%	28%	27%	28%	34%	27%
Around the same	39%	38%	40%	41%	37%	36%	44%	41%	36%	38%	38%	47%	38%	40%	39%	40%	39%
Somewhat easier	12%	17%	11%	8%	10%	16%	13%	10%	12%	8%	5%	4%	13%	18%	10%	8%	12%
Significantly more easy	2%	3%	3%	3%	1%	4%	2%	2%	1%	2%	0%	1%	3%	2%	2%	1%	3%
Don't know	8%	7%	8%	7%	9%	7%	7%	10%	7%	10%	8%	7%	8%	8%	8%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) How fair or unfair do you think it is for a young person to have to move to find a good job?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Very fair	6%	12%	4%	4%	1%	3%	7%	6%	6%	6%	7%	5%	4%	4%	7%	13%	19%
Somewhat fair	14%	22%	14%	13%	9%	14%	12%	14%	11%	13%	15%	12%	10%	12%	16%	26%	15%
Neither fair or unfair	34%	28%	39%	34%	46%	32%	34%	34%	36%	34%	30%	26%	35%	36%	35%	29%	24%
Somewhat unfair	27%	21%	23%	32%	27%	30%	29%	28%	28%	26%	28%	30%	30%	27%	26%	22%	26%
Very unfair	14%	10%	15%	14%	9%	13%	11%	14%	14%	16%	15%	24%	16%	16%	11%	6%	6%
Don't know	5%	6%	5%	3%	7%	8%	6%	4%	5%	4%	5%	3%	6%	4%	4%	4%	11%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) How fair or unfair do you think it is for a young person to have to move to find a good job?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Very fair	6%	8%	4%	8%	6%	9%	3%	6%	5%	6%	7%	5%	6%	6%	12%	2%	4%
Somewhat fair	14%	16%	12%	20%	17%	17%	9%	11%	12%	15%	15%	12%	17%	15%	12%	2%	13%
Neither fair or unfair	34%	37%	32%	29%	26%	32%	37%	41%	39%	36%	34%	36%	36%	29%	38%	49%	34%
Somewhat unfair	27%	23%	30%	23%	28%	24%	26%	30%	29%	25%	29%	23%	25%	31%	26%	34%	24%
Very unfair	14%	11%	16%	17%	19%	11%	16%	9%	10%	13%	12%	16%	11%	16%	8%	13%	18%
Don't know	5%	5%	6%	4%	4%	7%	7%	3%	6%	5%	4%	8%	5%	3%	5%	0%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.C) How fair or unfair do you think it is for a young person to have to move to find a good job?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Very fair	6%	9%	4%	4%	6%	9%	4%	9%	3%	7%	4%	2%	6%	10%	5%	5%	6%
Somewhat fair	14%	18%	14%	14%	10%	18%	14%	15%	11%	12%	13%	13%	14%	19%	13%	13%	14%
Neither fair or unfair	34%	36%	33%	38%	30%	29%	32%	35%	36%	39%	40%	37%	34%	37%	33%	34%	34%
Somewhat unfair	27%	24%	30%	26%	28%	23%	31%	27%	30%	22%	21%	28%	27%	21%	28%	30%	26%
Very unfair	14%	9%	14%	13%	19%	14%	13%	11%	14%	14%	18%	12%	14%	9%	15%	12%	14%
Don't know	5%	4%	5%	4%	7%	6%	5%	4%	6%	5%	4%	7%	5%	4%	5%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) If you had to choose, which of the following do you think it is most important for the Government to prioritise?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
The Government should prioritise making sure everyone can find a good job in their local area	53%	56%	45%	52%	51%	55%	52%	59%	65%	55%	49%	56%	54%	58%	46%	53%	38%
The Government should prioritise making sure everyone can find a good job, even if they need to move	34%	32%	41%	35%	37%	33%	34%	29%	28%	32%	39%	34%	33%	30%	40%	40%	53%
Don't know	12%	12%	14%	13%	12%	12%	14%	13%	7%	13%	12%	9%	13%	12%	14%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) If you had to choose, which of the following do you think it is most important for the Government to prioritise?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
The Government should prioritise making sure everyone can find a good job in their local area	53%	51%	55%	62%	62%	59%	58%	43%	38%	48%	55%	58%	44%	64%	46%	52%	60%
The Government should prioritise making sure everyone can find a good job, even if they need to move	34%	38%	31%	31%	29%	26%	31%	40%	47%	39%	35%	24%	45%	28%	36%	29%	20%
Don't know	12%	11%	14%	8%	9%	15%	11%	17%	14%	13%	10%	18%	11%	7%	18%	20%	20%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(84.C) If you had to choose, which of the following do you think it is most important for the Government to prioritise?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
The Government should prioritise making sure everyone can find a good job in their local area	53%	43%	50%	59%	63%	56%	53%	59%	52%	48%	49%	54%	53%	36%	57%	46%	54%
The Government should prioritise making sure everyone can find a good job, even if they need to move	34%	47%	35%	30%	23%	32%	34%	31%	34%	40%	41%	35%	34%	52%	30%	42%	33%
Don't know	12%	10%	14%	11%	14%	12%	13%	10%	14%	12%	11%	11%	12%	11%	13%	12%	12%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) A focus of the current Government is “levelling up” - looking at different ways to improve the economy of growth and quality of life in areas outside London and the South East. Before taking this survey, how familiar were you with the phrase ‘Levelling Up’?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Very familiar	17%	21%	20%	15%	13%	13%	13%	21%	21%	25%	14%	9%	14%	15%	20%	27%	41%
Somewhat familiar	40%	38%	40%	47%	44%	36%	43%	39%	33%	37%	46%	31%	32%	42%	45%	46%	41%
Neither familiar or unfamiliar	18%	18%	17%	15%	15%	23%	19%	20%	14%	18%	12%	26%	24%	17%	16%	11%	5%
Somewhat unfamiliar	12%	12%	11%	10%	15%	10%	12%	7%	15%	8%	15%	15%	12%	14%	7%	11%	7%
Very unfamiliar	13%	11%	12%	13%	13%	18%	12%	13%	18%	12%	13%	19%	17%	13%	11%	6%	5%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.B) A focus of the current Government is “levelling up” - looking at different ways to improve the economy of growth and quality of life in areas outside London and the South East. Before taking this survey, how familiar were you with the phrase ‘Levelling Up’?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Very familiar	17%	22%	12%	14%	11%	16%	20%	23%	21%	20%	21%	3%	18%	20%	28%	30%	3%
Somewhat familiar	40%	44%	36%	33%	36%	39%	38%	47%	45%	40%	44%	37%	45%	40%	47%	15%	31%
Neither familiar or unfamiliar	18%	16%	20%	25%	16%	19%	18%	12%	16%	18%	14%	26%	17%	16%	10%	33%	23%
Somewhat unfamiliar	12%	9%	15%	11%	17%	13%	12%	8%	8%	10%	12%	13%	9%	12%	9%	12%	18%
Very unfamiliar	13%	10%	17%	17%	21%	12%	12%	9%	10%	12%	9%	22%	11%	12%	5%	10%	25%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.C) A focus of the current Government is “levelling up” - looking at different ways to improve the economy of growth and quality of life in areas outside London and the South East. Before taking this survey, how familiar were you with the phrase ‘Levelling Up’?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Very familiar	17%	24%	15%	16%	14%	19%	19%	17%	14%	18%	15%	18%	17%	20%	17%	18%	17%
Somewhat familiar	40%	49%	39%	38%	34%	35%	40%	43%	42%	42%	41%	39%	40%	48%	38%	49%	39%
Neither familiar or unfamiliar	18%	12%	19%	20%	21%	19%	16%	17%	18%	18%	21%	18%	18%	17%	18%	14%	18%
Somewhat unfamiliar	12%	9%	14%	13%	11%	12%	14%	12%	11%	9%	6%	11%	12%	8%	12%	8%	12%
Very unfamiliar	13%	7%	13%	13%	21%	15%	12%	11%	14%	13%	16%	14%	13%	8%	15%	11%	14%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.A) Overall, do you think your own local area needs leveling up?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Yes, definitely	26%	24%	11%	24%	14%	35%	23%	37%	50%	35%	28%	34%	23%	27%	28%	27%	34%
Yes, somewhat	39%	39%	38%	42%	34%	36%	45%	45%	28%	42%	41%	36%	38%	39%	41%	47%	36%
No	20%	23%	36%	20%	32%	13%	16%	6%	9%	10%	21%	12%	18%	21%	20%	20%	26%
Don't Know	15%	14%	15%	13%	20%	16%	16%	13%	12%	13%	11%	18%	21%	13%	12%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

## Levelling Up Poll

(86.B) Overall, do you think your own local area needs leveling up?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Yes, definitely	26%	28%	24%	30%	32%	30%	25%	25%	18%	22%	30%	23%	21%	34%	29%	23%	24%
Yes, somewhat	39%	37%	41%	46%	42%	42%	37%	33%	37%	40%	39%	39%	40%	41%	34%	60%	36%
No	20%	23%	17%	12%	13%	13%	20%	27%	31%	22%	20%	14%	25%	13%	27%	9%	13%
Don't Know	15%	11%	18%	13%	13%	16%	17%	15%	14%	16%	11%	23%	13%	12%	10%	8%	27%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.C) Overall, do you think your own local area needs leveling up?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Yes, definitely	26%	24%	24%	27%	30%	32%	24%	29%	26%	20%	22%	26%	26%	19%	28%	25%	26%
Yes, somewhat	39%	38%	42%	42%	36%	36%	41%	44%	41%	37%	37%	42%	39%	39%	39%	37%	40%
No	20%	29%	20%	15%	15%	16%	22%	14%	19%	29%	24%	15%	20%	30%	17%	22%	20%
Don't Know	15%	9%	15%	15%	19%	15%	14%	13%	14%	15%	17%	17%	14%	12%	15%	16%	14%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.A) To the best of your knowledge, which of the following regions are most in need of levelling up in the UK? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHl)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
London	10%	37%	6%	6%	5%	11%	10%	4%	2%	4%	2%	5%	7%	10%	9%	19%	19%
South East	7%	9%	26%	3%	6%	3%	1%	3%	6%	1%	0%	3%	5%	9%	6%	7%	13%
South West	9%	10%	11%	43%	7%	2%	6%	4%	4%	4%	2%	4%	9%	8%	8%	13%	10%
East	6%	9%	4%	2%	22%	6%	1%	7%	6%	3%	1%	3%	7%	7%	4%	7%	2%
East Midlands	14%	15%	16%	8%	12%	50%	13%	8%	10%	7%	7%	5%	12%	14%	15%	14%	18%
West Midlands	15%	16%	13%	13%	16%	13%	53%	7%	7%	6%	6%	10%	13%	16%	17%	15%	4%
North West	31%	17%	31%	37%	30%	23%	25%	27%	28%	74%	22%	18%	27%	32%	39%	27%	30%
North East	40%	26%	42%	48%	40%	35%	31%	46%	75%	56%	34%	25%	37%	40%	50%	34%	39%
Yorkshire / Humber	26%	18%	25%	24%	25%	29%	17%	70%	27%	31%	12%	14%	25%	28%	27%	24%	12%
Wales	15%	12%	11%	16%	8%	12%	16%	7%	8%	15%	16%	63%	12%	15%	16%	21%	18%
Scotland	11%	8%	4%	4%	3%	9%	5%	1%	7%	5%	59%	12%	8%	11%	10%	14%	23%
Northern Ireland	6%	6%	5%	4%	5%	3%	4%	1%	3%	7%	13%	9%	3%	5%	8%	8%	10%
Don't know	20%	20%	22%	16%	26%	19%	23%	18%	19%	16%	23%	21%	27%	19%	19%	12%	12%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.B) To the best of your knowledge, which of the following regions are most in need of levelling up in the UK? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
London	10%	12%	8%	30%	17%	11%	4%	1%	1%	7%	11%	11%	6%	17%	12%	0%	8%
South East	7%	7%	7%	15%	10%	8%	4%	3%	2%	7%	6%	6%	5%	8%	8%	5%	7%
South West	9%	10%	8%	10%	11%	7%	8%	7%	11%	10%	9%	6%	9%	9%	12%	15%	8%
East	6%	6%	6%	11%	6%	4%	4%	5%	6%	6%	6%	4%	6%	8%	5%	16%	3%
East Midlands	14%	13%	14%	14%	19%	13%	11%	12%	14%	14%	15%	11%	15%	16%	11%	8%	8%
West Midlands	15%	15%	15%	19%	17%	14%	15%	15%	11%	15%	16%	13%	15%	17%	15%	22%	11%
North West	31%	34%	28%	17%	21%	27%	34%	45%	41%	32%	36%	20%	38%	29%	40%	43%	20%
North East	40%	46%	35%	22%	28%	31%	43%	56%	57%	44%	45%	20%	48%	39%	53%	48%	23%
Yorkshire / Humber	26%	29%	23%	18%	23%	15%	27%	42%	32%	29%	27%	19%	33%	25%	30%	23%	14%
Wales	15%	16%	14%	17%	14%	13%	17%	16%	13%	14%	17%	13%	14%	18%	12%	13%	10%
Scotland	11%	12%	9%	8%	15%	11%	12%	8%	9%	8%	14%	7%	7%	13%	9%	10%	8%
Northern Ireland	6%	7%	4%	4%	5%	3%	6%	7%	8%	4%	8%	4%	5%	6%	8%	7%	2%
Don't know	20%	15%	26%	18%	18%	22%	23%	19%	22%	21%	14%	34%	19%	14%	15%	12%	39%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(87.C) To the best of your knowledge, which of the following regions are most in need of levelling up in the UK? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
London	10%	9%	8%	13%	12%	23%	6%	9%	5%	4%	9%	2%	11%	9%	10%	3%	11%
South East	7%	6%	4%	7%	9%	7%	6%	10%	6%	4%	8%	4%	7%	5%	7%	6%	7%
South West	9%	11%	7%	11%	8%	10%	7%	9%	12%	7%	9%	15%	8%	8%	10%	10%	9%
East	6%	4%	5%	9%	6%	7%	4%	7%	5%	7%	10%	7%	6%	4%	6%	7%	6%
East Midlands	14%	13%	17%	15%	11%	15%	13%	12%	14%	13%	15%	10%	14%	17%	13%	14%	14%
West Midlands	15%	13%	16%	17%	14%	18%	16%	15%	13%	13%	11%	17%	15%	14%	15%	18%	15%
North West	31%	39%	34%	25%	24%	20%	35%	36%	33%	35%	31%	31%	31%	42%	29%	41%	30%
North East	40%	49%	43%	36%	31%	31%	43%	43%	41%	50%	35%	47%	40%	51%	38%	49%	39%
Yorkshire / Humber	26%	28%	26%	25%	25%	21%	29%	25%	25%	32%	26%	39%	25%	30%	25%	33%	25%
Wales	15%	19%	13%	12%	15%	14%	17%	15%	14%	15%	13%	11%	15%	15%	15%	10%	16%
Scotland	11%	10%	11%	14%	8%	14%	11%	9%	8%	9%	9%	4%	11%	9%	11%	9%	11%
Northern Ireland	6%	8%	5%	5%	4%	6%	6%	4%	6%	5%	6%	2%	6%	6%	5%	6%	5%
Don't know	20%	16%	21%	20%	24%	16%	21%	18%	23%	23%	22%	23%	20%	16%	22%	20%	20%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.A) Thinking about England only, to the best of your knowledge, which of the following types of places are most in need of levelling up? Select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Inner city areas in big cities across the UK	34%	40%	38%	30%	35%	33%	29%	31%	30%	38%	26%	29%	30%	32%	36%	43%	36%
Coastal towns	33%	28%	37%	39%	36%	34%	24%	41%	29%	35%	24%	32%	29%	38%	32%	30%	29%
Former industrial towns	53%	42%	57%	57%	54%	52%	58%	56%	52%	57%	49%	51%	49%	53%	58%	51%	52%
Towns and villages in rural areas	33%	35%	30%	38%	32%	39%	30%	30%	36%	32%	28%	34%	33%	29%	32%	44%	33%
Former mining towns	51%	40%	57%	54%	50%	57%	52%	59%	54%	49%	50%	50%	47%	53%	57%	44%	62%
None of the above	1%	1%	2%	1%	2%	2%	0%	0%	1%	0%	2%	1%	1%	1%	1%	2%	2%
Don't know	17%	14%	12%	14%	17%	15%	21%	18%	17%	16%	28%	19%	23%	17%	15%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.B) Thinking about England only, to the best of your knowledge, which of the following types of places are most in need of levelling up? Select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Inner city areas in big cities across the UK	34%	37%	31%	33%	32%	30%	30%	38%	39%	34%	37%	24%	36%	37%	37%	15%	26%
Coastal towns	33%	34%	31%	37%	31%	32%	33%	39%	28%	34%	35%	24%	33%	37%	39%	32%	23%
Former industrial towns	53%	57%	49%	38%	45%	42%	54%	67%	69%	56%	57%	36%	59%	53%	59%	68%	36%
Towns and villages in rural areas	33%	31%	35%	46%	42%	35%	26%	24%	25%	31%	33%	34%	30%	36%	31%	29%	34%
Former mining towns	51%	54%	48%	41%	42%	46%	56%	58%	62%	53%	57%	36%	56%	52%	57%	57%	35%
None of the above	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	5%	1%
Don't know	17%	12%	22%	13%	14%	20%	22%	16%	16%	17%	13%	27%	14%	12%	13%	21%	31%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.C) Thinking about England only, to the best of your knowledge, which of the following types of places are most in need of levelling up? Select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Inner city areas in big cities across the UK	34%	39%	35%	32%	29%	42%	35%	32%	27%	31%	28%	34%	34%	38%	33%	34%	34%
Coastal towns	33%	34%	29%	36%	33%	30%	31%	37%	34%	33%	33%	39%	32%	30%	33%	31%	33%
Former industrial towns	53%	60%	57%	51%	43%	47%	56%	52%	55%	55%	56%	59%	52%	63%	51%	59%	52%
Towns and villages in rural areas	33%	30%	31%	35%	35%	36%	25%	31%	35%	38%	41%	32%	33%	29%	34%	30%	33%
Former mining towns	51%	56%	54%	47%	47%	44%	54%	49%	52%	60%	55%	51%	51%	59%	50%	58%	50%
None of the above	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Don't know	17%	12%	18%	16%	22%	18%	17%	16%	18%	16%	15%	15%	17%	13%	18%	16%	17%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.A) Thinking about the sorts of things the Government might do to help level-up the country, what types of policies do you think would be best for them to focus on? Select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Boosting productivity in the workplace	13%	18%	12%	10%	18%	14%	10%	10%	18%	14%	14%	4%	14%	13%	12%	18%	13%
Expanding the amount of housing stock available	23%	25%	20%	27%	24%	25%	27%	23%	16%	22%	23%	20%	21%	23%	25%	24%	27%
Improving education in schools	27%	37%	27%	29%	22%	25%	30%	13%	32%	22%	27%	29%	22%	29%	27%	34%	31%
Giving more young people the chance to go to university	16%	21%	15%	17%	11%	17%	16%	16%	15%	17%	9%	20%	13%	15%	15%	23%	26%
Encouraging business investment into particular areas	43%	38%	45%	41%	46%	36%	45%	49%	38%	45%	43%	44%	40%	40%	49%	45%	38%
Helping to retrain people in areas where industries have declined	44%	30%	45%	46%	49%	45%	45%	53%	44%	52%	41%	42%	43%	49%	45%	37%	33%
Boosting local high streets	35%	26%	34%	35%	40%	42%	31%	34%	31%	37%	40%	39%	38%	39%	31%	26%	14%
Improving local parks and shared spaces	13%	17%	13%	12%	14%	15%	9%	14%	7%	12%	10%	14%	13%	12%	14%	11%	24%
Improving local museums and local heritage	6%	11%	3%	6%	1%	5%	6%	5%	8%	4%	7%	6%	5%	4%	5%	15%	8%
Improving public transport	31%	26%	34%	32%	34%	26%	32%	36%	25%	31%	33%	33%	28%	31%	36%	33%	28%
Other, please specify	1%	1%	1%	1%	2%	2%	0%	1%	2%	1%	2%	2%	1%	1%	1%	2%	0%
Don't know	8%	7%	8%	8%	6%	8%	9%	10%	12%	9%	9%	8%	11%	8%	7%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.B) Thinking about the sorts of things the Government might do to help level-up the country, what types of policies do you think would be best for them to focus on? Select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Boosting productivity in the workplace	13%	14%	13%	17%	17%	14%	11%	8%	12%	15%	12%	13%	13%	14%	14%	5%	13%
Expanding the amount of housing stock available	23%	23%	23%	20%	23%	22%	27%	22%	24%	21%	25%	23%	21%	28%	34%	19%	17%
Improving education in schools	27%	27%	27%	39%	39%	27%	21%	20%	18%	21%	30%	29%	23%	30%	28%	34%	30%
Giving more young people the chance to go to university	16%	15%	17%	30%	28%	17%	11%	7%	6%	12%	15%	19%	11%	21%	12%	11%	18%
Encouraging business investment into particular areas	43%	43%	43%	28%	32%	35%	44%	58%	58%	49%	45%	24%	51%	39%	47%	40%	31%
Helping to retrain people in areas where industries have declined	44%	44%	44%	30%	35%	34%	43%	61%	61%	49%	46%	35%	51%	40%	53%	54%	38%
Boosting local high streets	35%	30%	39%	30%	31%	34%	41%	36%	35%	40%	32%	32%	41%	32%	22%	48%	34%
Improving local parks and shared spaces	13%	12%	14%	21%	23%	14%	10%	5%	6%	10%	12%	17%	10%	17%	8%	0%	13%
Improving local museums and local heritage	6%	6%	5%	10%	9%	10%	4%	2%	2%	5%	7%	2%	5%	7%	6%	0%	3%
Improving public transport	31%	33%	29%	25%	22%	30%	32%	37%	40%	32%	35%	23%	34%	30%	41%	52%	19%
Other, please specify	1%	1%	1%	0%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	5%	1%
Don't know	8%	8%	9%	6%	7%	12%	10%	8%	6%	8%	7%	16%	7%	7%	5%	5%	17%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.C) Thinking about the sorts of things the Government might do to help level-up the country, what types of policies do you think would be best for them to focus on? Select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Boosting productivity in the workplace	13%	13%	13%	14%	14%	17%	13%	12%	12%	12%	14%	14%	13%	13%	14%	10%	14%
Expanding the amount of housing stock available	23%	24%	23%	24%	23%	28%	24%	22%	24%	18%	17%	17%	24%	20%	24%	24%	23%
Improving education in schools	27%	28%	28%	26%	25%	32%	26%	31%	26%	19%	29%	17%	28%	23%	28%	27%	27%
Giving more young people the chance to go to university	16%	12%	18%	17%	17%	24%	13%	19%	12%	9%	17%	10%	17%	11%	17%	7%	17%
Encouraging business investment into particular areas	43%	53%	43%	38%	35%	36%	45%	40%	45%	49%	46%	47%	42%	55%	40%	52%	42%
Helping to retrain people in areas where industries have declined	44%	49%	47%	39%	42%	33%	46%	47%	48%	50%	51%	49%	44%	53%	42%	49%	44%
Boosting local high streets	35%	29%	36%	34%	39%	29%	36%	37%	39%	36%	32%	44%	34%	38%	34%	41%	34%
Improving local parks and shared spaces	13%	11%	11%	17%	13%	16%	12%	12%	11%	10%	20%	10%	13%	10%	13%	8%	14%
Improving local museums and local heritage	6%	8%	4%	5%	6%	11%	4%	6%	4%	2%	3%	3%	6%	5%	6%	3%	6%
Improving public transport	31%	35%	32%	30%	27%	28%	33%	28%	33%	35%	32%	34%	31%	35%	30%	33%	31%
Other, please specify	1%	1%	1%	1%	1%	1%	2%	0%	2%	2%	0%	1%	1%	1%	1%	1%	1%
Don't know	8%	5%	8%	9%	11%	9%	9%	6%	7%	11%	6%	10%	8%	6%	9%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.A) If the Government had a fund to spend on improving the lives of local kids outside of their school lives, which of the following do you think the Government should prioritise? Select up to three

	Total	Region										Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Sports pitches with changing facilities	37%	37%	41%	39%	29%	39%	35%	37%	32%	40%	36%	29%	35%	37%	37%	39%	41%
Leisure centres / swimming pools	45%	41%	44%	48%	45%	41%	46%	39%	44%	46%	49%	50%	42%	48%	44%	45%	30%
Playgrounds / adventure playgrounds	36%	39%	33%	35%	29%	36%	36%	43%	39%	32%	37%	39%	38%	36%	33%	38%	40%
Parks and green spaces	41%	39%	39%	40%	46%	40%	46%	37%	37%	42%	42%	40%	39%	42%	44%	39%	26%
“Town halls” for local youth clubs and sports clubs to hire	38%	41%	35%	39%	36%	38%	38%	29%	36%	38%	39%	46%	38%	38%	36%	40%	35%
Museums	9%	11%	8%	6%	6%	10%	5%	11%	14%	10%	6%	13%	5%	9%	10%	12%	17%
Cycle paths	18%	14%	16%	20%	24%	18%	18%	18%	11%	20%	19%	17%	14%	19%	18%	24%	25%
Child-friendly festivals and fairs	20%	23%	21%	13%	17%	30%	21%	19%	24%	20%	19%	12%	20%	22%	16%	24%	21%
Other, please specify	1%	1%	1%	2%	1%	1%	0%	3%	1%	0%	1%	1%	0%	1%	1%	2%	5%
Don't know	11%	9%	14%	10%	14%	10%	8%	13%	13%	12%	10%	11%	15%	9%	12%	5%	9%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(90.B) If the Government had a fund to spend on improving the lives of local kids outside of their school lives, which of the following do you think the Government should prioritise? Select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Sports pitches with changing facilities	37%	40%	33%	34%	26%	30%	36%	41%	51%	41%	37%	24%	44%	30%	44%	43%	26%
Leisure centres / swimming pools	45%	44%	45%	37%	39%	42%	43%	51%	54%	51%	44%	35%	49%	42%	52%	53%	36%
Playgrounds / adventure playgrounds	36%	31%	41%	34%	42%	38%	34%	34%	34%	32%	37%	42%	32%	41%	32%	33%	44%
Parks and green spaces	41%	39%	42%	41%	44%	42%	41%	41%	36%	40%	41%	40%	38%	45%	35%	28%	42%
“Town halls” for local youth clubs and sports clubs to hire	38%	35%	40%	36%	39%	33%	37%	40%	41%	36%	40%	34%	36%	41%	43%	39%	30%
Museums	9%	9%	8%	15%	16%	12%	6%	3%	3%	6%	10%	12%	6%	11%	7%	3%	8%
Cycle paths	18%	20%	15%	26%	19%	18%	19%	16%	12%	16%	18%	20%	16%	20%	16%	4%	18%
Child-friendly festivals and fairs	20%	18%	22%	34%	27%	22%	15%	15%	11%	16%	22%	21%	16%	24%	16%	11%	20%
Other, please specify	1%	1%	1%	0%	1%	2%	1%	2%	1%	1%	2%	0%	1%	1%	4%	5%	0%
Don't know	11%	11%	12%	5%	8%	12%	16%	13%	13%	12%	10%	15%	13%	8%	9%	17%	17%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.C) If the Government had a fund to spend on improving the lives of local kids outside of their school lives, which of the following do you think the Government should prioritise? Select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Sports pitches with changing facilities	37%	42%	40%	32%	31%	33%	39%	36%	36%	42%	35%	40%	36%	49%	34%	36%	37%
Leisure centres / swimming pools	45%	47%	49%	39%	42%	37%	47%	43%	47%	50%	46%	51%	44%	50%	43%	49%	44%
Playgrounds / adventure playgrounds	36%	36%	36%	36%	37%	38%	38%	33%	35%	33%	39%	27%	37%	33%	37%	31%	37%
Parks and green spaces	41%	41%	40%	44%	39%	41%	44%	41%	39%	38%	40%	38%	41%	39%	41%	40%	41%
“Town halls” for local youth clubs and sports clubs to hire	38%	38%	37%	39%	37%	39%	36%	35%	40%	37%	41%	37%	38%	34%	39%	34%	38%
Museums	9%	10%	8%	7%	9%	13%	8%	7%	7%	5%	10%	5%	9%	8%	9%	4%	9%
Cycle paths	18%	17%	15%	22%	18%	19%	17%	15%	17%	16%	23%	15%	18%	16%	18%	14%	18%
Child-friendly festivals and fairs	20%	16%	19%	23%	23%	28%	15%	26%	21%	11%	12%	14%	21%	14%	22%	17%	21%
Other, please specify	1%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Don't know	11%	9%	11%	12%	14%	10%	11%	10%	12%	15%	10%	17%	11%	10%	11%	16%	11%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.A) How confident or unconfident, are you that the Government will be able to successfully help level up areas in the UK in the next ten years?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Very confident	6%	15%	5%	2%	5%	9%	6%	6%	3%	5%	4%	2%	4%	5%	6%	15%	16%
Somewhat confident	16%	23%	18%	19%	16%	11%	19%	13%	17%	13%	11%	16%	14%	18%	15%	24%	8%
Neither confident or unconfident	25%	24%	24%	24%	27%	32%	26%	28%	24%	22%	19%	23%	28%	26%	23%	19%	16%
Somewhat unconfident	24%	20%	22%	30%	28%	28%	23%	24%	23%	24%	24%	23%	26%	22%	28%	18%	17%
Very unconfident	24%	13%	25%	21%	23%	17%	20%	24%	28%	31%	39%	27%	22%	25%	25%	20%	34%
Don't know	5%	6%	6%	3%	2%	3%	5%	5%	6%	6%	3%	10%	6%	5%	4%	3%	9%
Total Confident:	23%	38%	23%	21%	21%	20%	25%	19%	20%	17%	16%	18%	18%	22%	21%	40%	24%
Total Unconfident:	48%	33%	48%	52%	50%	45%	44%	48%	51%	55%	63%	49%	48%	47%	53%	38%	51%
Net:	-25%	5%	-24%	-31%	-29%	-25%	-18%	-29%	-31%	-38%	-47%	-31%	-30%	-25%	-32%	1%	-27%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.B) How confident or unconfident, are you that the Government will be able to successfully help level up areas in the UK in the next ten years?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Very confident	6%	9%	4%	16%	9%	9%	3%	1%	1%	5%	6%	8%	5%	7%	10%	5%	4%
Somewhat confident	16%	17%	16%	25%	23%	20%	12%	8%	12%	17%	16%	15%	21%	15%	7%	9%	10%
Neither confident or unconfident	25%	21%	29%	24%	25%	24%	23%	22%	27%	27%	21%	27%	30%	20%	12%	28%	27%
Somewhat unconfident	24%	23%	25%	19%	20%	22%	22%	30%	30%	25%	25%	19%	26%	23%	31%	18%	23%
Very unconfident	24%	27%	21%	11%	18%	20%	34%	34%	25%	21%	28%	22%	13%	31%	35%	41%	22%
Don't know	5%	4%	5%	5%	5%	5%	6%	4%	4%	5%	3%	9%	4%	3%	5%	0%	13%
Total Confident:	23%	25%	20%	41%	32%	29%	15%	9%	13%	22%	22%	23%	27%	22%	17%	14%	15%
Total Unconfident:	48%	50%	46%	30%	38%	42%	56%	65%	55%	46%	54%	41%	39%	54%	66%	59%	46%
Net:	-25%	-24%	-26%	11%	-6%	-13%	-41%	-56%	-42%	-24%	-32%	-18%	-13%	-32%	-50%	-45%	-31%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.C) How confident or unconfident, are you that the Government will be able to successfully help level up areas in the UK in the next ten years?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Very confident	6%	7%	5%	8%	5%	12%	4%	7%	2%	2%	12%	2%	7%	7%	6%	1%	7%
Somewhat confident	16%	19%	15%	19%	14%	19%	17%	11%	15%	18%	19%	19%	16%	24%	15%	8%	18%
Neither confident or unconfident	25%	23%	26%	27%	23%	23%	24%	27%	25%	25%	23%	26%	24%	33%	22%	21%	25%
Somewhat unconfident	24%	23%	29%	20%	24%	20%	24%	26%	28%	24%	23%	27%	24%	24%	24%	39%	22%
Very unconfident	24%	25%	22%	20%	27%	19%	26%	27%	25%	27%	18%	20%	24%	8%	28%	25%	24%
Don't know	5%	3%	4%	5%	7%	6%	5%	1%	5%	5%	5%	6%	5%	3%	5%	5%	5%
Total Confident:	23%	26%	20%	27%	19%	31%	21%	18%	17%	20%	31%	21%	23%	31%	21%	9%	25%
Total Unconfident:	48%	48%	51%	41%	51%	39%	50%	54%	53%	50%	41%	47%	48%	32%	52%	64%	46%
Net:	-25%	-23%	-31%	-14%	-32%	-8%	-29%	-36%	-36%	-30%	-10%	-27%	-25%	-1%	-31%	-55%	-21%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.A) If you had to choose, which of the following is the most important thing a ‘levelling up strategy’ should aim for?

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Ensuring everyone has access to good quality jobs, no matter where they live	20%	19%	19%	22%	18%	18%	22%	21%	36%	17%	16%	22%	24%	21%	15%	17%	16%
Ensuring everyone has a fair start, with nobody left behind because of their local schools or other facilities	24%	22%	25%	26%	20%	22%	22%	22%	17%	25%	23%	22%	24%	23%	25%	27%	20%
Reducing the level of inequality across the UK	22%	26%	22%	20%	22%	21%	20%	15%	23%	21%	24%	24%	14%	24%	27%	24%	24%
Raising the standard of living in areas outside London and the South East	13%	12%	11%	12%	9%	13%	13%	19%	10%	22%	14%	12%	13%	13%	14%	13%	13%
Ensuring everyone has access to good public services	13%	15%	13%	14%	12%	13%	14%	14%	6%	8%	14%	11%	14%	11%	13%	13%	21%
None of the above	2%	1%	3%	1%	3%	6%	3%	3%	3%	1%	2%	2%	3%	2%	2%	2%	2%
Don't know	6%	5%	7%	4%	8%	6%	7%	7%	6%	6%	8%	8%	9%	6%	5%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.B) If you had to choose, which of the following is the most important thing a 'levelling up strategy' should aim for?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Ensuring everyone has access to good quality jobs, no matter where they live	20%	20%	19%	21%	17%	21%	21%	14%	23%	22%	17%	24%	23%	18%	20%	14%	22%
Ensuring everyone has a fair start, with nobody left behind because of their local schools or other facilities	24%	22%	25%	20%	26%	23%	21%	27%	25%	23%	26%	21%	27%	20%	31%	26%	24%
Reducing the level of inequality across the UK	22%	23%	21%	23%	23%	21%	24%	21%	20%	17%	26%	21%	16%	28%	24%	16%	19%
Raising the standard of living in areas outside London and the South East	13%	15%	12%	13%	13%	10%	14%	20%	12%	15%	14%	10%	14%	13%	7%	17%	11%
Ensuring everyone has access to good public services	13%	14%	12%	15%	12%	13%	12%	12%	12%	14%	12%	9%	12%	15%	15%	8%	8%
None of the above	2%	2%	3%	2%	2%	3%	1%	3%	2%	2%	2%	4%	2%	2%	1%	9%	4%
Don't know	6%	5%	8%	5%	7%	8%	7%	4%	7%	7%	5%	10%	5%	5%	3%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.C) If you had to choose, which of the following is the most important thing a 'levelling up strategy' should aim for?

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Ensuring everyone has access to good quality jobs, no matter where they live	20%	17%	22%	22%	18%	16%	20%	22%	22%	19%	23%	24%	19%	24%	19%	24%	19%
Ensuring everyone has a fair start, with nobody left behind because of their local schools or other facilities	24%	26%	24%	21%	23%	23%	22%	22%	24%	27%	24%	24%	24%	27%	23%	26%	23%
Reducing the level of inequality across the UK	22%	24%	23%	20%	20%	24%	21%	25%	22%	18%	20%	14%	23%	16%	23%	16%	23%
Raising the standard of living in areas outside London and the South East	13%	13%	12%	15%	13%	15%	15%	13%	12%	11%	11%	18%	13%	13%	13%	16%	13%
Ensuring everyone has access to good public services	13%	13%	11%	12%	14%	14%	12%	10%	12%	14%	12%	12%	13%	13%	13%	10%	13%
None of the above	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	2%	1%	2%	3%	2%	1%	2%
Don't know	6%	5%	5%	8%	10%	7%	7%	4%	6%	7%	8%	7%	6%	5%	7%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(93.A) Which of the following areas, if any, do you think it is most important for the Government to prioritise as part of efforts to “level up” areas of the country? Please select up to three

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Encouraging business investment outside London and the South East	32%	24%	32%	36%	29%	29%	28%	44%	33%	41%	34%	25%	28%	30%	37%	33%	34%
Helping businesses grow	24%	32%	18%	24%	25%	29%	29%	22%	23%	20%	19%	21%	21%	27%	23%	27%	21%
Create more or better local jobs	39%	37%	36%	40%	44%	43%	40%	45%	41%	37%	37%	44%	41%	40%	39%	39%	27%
Increasing the quantity and quality of housing	26%	30%	28%	31%	27%	23%	23%	19%	22%	28%	24%	30%	26%	27%	29%	22%	17%
Improving the high street	23%	15%	25%	25%	22%	20%	27%	22%	24%	23%	28%	32%	30%	23%	20%	16%	12%
Giving local government more power	11%	14%	8%	10%	8%	6%	9%	12%	16%	12%	16%	9%	9%	9%	13%	14%	20%
Tackling crime and anti-social behaviour	33%	33%	35%	24%	43%	32%	32%	37%	35%	35%	26%	31%	38%	35%	29%	22%	24%
Improving local schooling and education	23%	25%	28%	28%	18%	19%	23%	19%	22%	24%	22%	27%	22%	22%	21%	34%	37%
Improving local universities and training	8%	11%	5%	8%	11%	13%	10%	8%	6%	4%	8%	7%	6%	9%	8%	13%	15%
Improving transport links	27%	22%	29%	27%	27%	27%	25%	26%	24%	30%	29%	22%	23%	27%	31%	26%	26%
Supporting local culture and health	15%	18%	15%	16%	11%	14%	17%	12%	19%	11%	15%	15%	11%	13%	16%	25%	22%
None of the above	1%	1%	1%	1%	0%	3%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Don't Know	6%	5%	5%	4%	4%	8%	6%	7%	4%	6%	9%	6%	7%	5%	6%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.B) Which of the following areas, if any, do you think it is most important for the Government to prioritise as part of efforts to “level up” areas of the country? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Encouraging business investment outside London and the South East	32%	34%	31%	15%	16%	21%	32%	52%	53%	37%	35%	16%	41%	26%	39%	32%	18%
Helping businesses grow	24%	26%	22%	30%	27%	20%	24%	23%	21%	23%	25%	25%	26%	22%	24%	31%	22%
Create more or better local jobs	39%	39%	40%	35%	42%	42%	43%	36%	37%	42%	38%	36%	42%	39%	38%	36%	43%
Increasing the quantity and quality of housing	26%	25%	28%	30%	29%	27%	26%	23%	23%	22%	28%	29%	20%	34%	35%	12%	22%
Improving the high street	23%	22%	25%	18%	21%	28%	29%	22%	20%	28%	21%	20%	26%	24%	15%	28%	22%
Giving local government more power	11%	13%	8%	12%	12%	11%	7%	11%	11%	10%	13%	7%	10%	11%	17%	11%	9%
Tackling crime and anti-social behaviour	33%	28%	38%	35%	34%	28%	31%	32%	38%	35%	28%	37%	37%	30%	24%	35%	35%
Improving local schooling and education	23%	22%	25%	27%	29%	25%	22%	18%	20%	19%	26%	23%	20%	26%	34%	21%	23%
Improving local universities and training	8%	9%	7%	19%	12%	11%	5%	2%	2%	6%	8%	11%	5%	10%	8%	11%	10%
Improving transport links	27%	29%	24%	20%	20%	20%	28%	37%	34%	29%	29%	20%	30%	24%	30%	33%	16%
Supporting local culture and health	15%	15%	15%	21%	20%	19%	12%	8%	9%	11%	18%	15%	11%	21%	15%	0%	12%
None of the above	1%	1%	1%	0%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	0%	3%
Don't Know	6%	5%	7%	3%	5%	8%	7%	6%	6%	6%	5%	9%	5%	4%	3%	8%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.C) Which of the following areas, if any, do you think it is most important for the Government to prioritise as part of efforts to “level up” areas of the country? Please select up to three

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Encouraging business investment outside London and the South East	32%	43%	33%	27%	24%	24%	36%	29%	33%	43%	25%	35%	32%	45%	29%	43%	31%
Helping businesses grow	24%	22%	25%	26%	24%	27%	20%	29%	20%	23%	36%	29%	23%	25%	24%	23%	24%
Create more or better local jobs	39%	37%	42%	41%	39%	39%	41%	37%	41%	41%	32%	42%	39%	39%	39%	45%	39%
Increasing the quantity and quality of housing	26%	24%	26%	26%	30%	31%	27%	26%	24%	21%	22%	23%	27%	19%	28%	24%	27%
Improving the high street	23%	18%	23%	28%	26%	18%	22%	30%	26%	23%	24%	35%	22%	24%	23%	26%	23%
Giving local government more power	11%	13%	12%	9%	9%	13%	13%	11%	9%	7%	8%	7%	11%	11%	11%	12%	11%
Tackling crime and anti-social behaviour	33%	28%	33%	36%	36%	30%	35%	30%	34%	31%	48%	41%	32%	34%	33%	37%	33%
Improving local schooling and education	23%	26%	24%	23%	21%	25%	24%	25%	22%	21%	19%	17%	24%	20%	24%	17%	24%
Improving local universities and training	8%	9%	6%	11%	8%	14%	5%	7%	7%	7%	8%	4%	9%	5%	9%	3%	9%
Improving transport links	27%	32%	27%	24%	22%	24%	25%	24%	31%	30%	31%	24%	27%	33%	25%	26%	27%
Supporting local culture and health	15%	17%	15%	12%	14%	16%	15%	12%	14%	16%	14%	6%	16%	13%	15%	11%	15%
None of the above	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%
Don't Know	6%	4%	5%	6%	8%	7%	5%	4%	6%	6%	6%	7%	6%	5%	6%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.A) Looking at the following options for policies to “level up” local areas by encouraging business investment outside London and the South East, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Cutting public spending on infrastructure in London and the South East	28%	25%	15%	26%	19%	36%	33%	33%	38%	35%	37%	29%	24%	27%	32%	32%	37%
Giving financial support to people who have to relocate for work	35%	41%	38%	37%	39%	39%	33%	26%	32%	27%	32%	35%	33%	34%	33%	42%	37%
Granting new funding to particular industries to stay competitive (for example steel or cars)	29%	37%	26%	30%	32%	31%	29%	31%	27%	27%	20%	29%	27%	29%	30%	37%	20%
Having higher taxes - like income tax and council tax - on the prosperous London and South East	21%	20%	11%	22%	18%	24%	21%	25%	26%	28%	28%	18%	19%	21%	23%	23%	26%
Offering subsidies to international businesses who choose to invest outside of London and the South East	33%	34%	32%	33%	29%	35%	32%	37%	31%	37%	30%	23%	27%	35%	36%	38%	30%
Developing expertise in green technologies primarily in those areas that have lost traditional manufacturing	40%	38%	41%	44%	43%	33%	38%	46%	31%	42%	41%	27%	30%	40%	47%	46%	39%
None of the above	5%	3%	9%	3%	8%	5%	4%	3%	6%	4%	3%	5%	7%	4%	4%	4%	5%
Don't Know	15%	13%	15%	13%	14%	12%	19%	14%	16%	13%	18%	23%	21%	15%	12%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.B) Looking at the following options for policies to “level up” local areas by encouraging business investment outside London and the South East, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Cutting public spending on infrastructure in London and the South East	28%	32%	25%	29%	34%	22%	28%	26%	31%	29%	30%	20%	29%	33%	32%	27%	17%
Giving financial support to people who have to relocate for work	35%	34%	35%	42%	45%	33%	30%	29%	30%	32%	35%	40%	32%	42%	30%	9%	35%
Granting new funding to particular industries to stay competitive (for example steel or cars)	29%	32%	26%	29%	28%	30%	24%	25%	37%	31%	31%	22%	36%	29%	33%	30%	16%
Having higher taxes - like income tax and council tax - on the prosperous London and South East	21%	23%	20%	23%	24%	23%	21%	21%	17%	20%	23%	14%	19%	24%	29%	22%	14%
Offering subsidies to international businesses who choose to invest outside of London and the South East	33%	34%	31%	30%	28%	27%	32%	41%	37%	33%	36%	25%	37%	30%	40%	29%	24%
Developing expertise in green technologies primarily in those areas that have lost traditional manufacturing	40%	41%	39%	34%	32%	36%	38%	48%	50%	38%	45%	29%	41%	41%	52%	48%	28%
None of the above	5%	5%	5%	4%	5%	6%	6%	6%	3%	7%	3%	5%	5%	4%	2%	9%	8%
Don't Know	15%	12%	18%	12%	13%	17%	19%	13%	15%	14%	12%	26%	12%	12%	10%	25%	28%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

## Levelling Up Poll

(94.C) Looking at the following options for policies to “level up” local areas by encouraging business investment outside London and the South East, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Cutting public spending on infrastructure in London and the South East	28%	29%	31%	32%	22%	28%	29%	30%	28%	28%	29%	32%	28%	29%	28%	29%	28%
Giving financial support to people who have to relocate for work	35%	31%	34%	40%	34%	43%	34%	31%	35%	28%	33%	30%	35%	29%	36%	28%	36%
Granting new funding to particular industries to stay competitive (for example steel or cars)	29%	33%	29%	29%	25%	32%	32%	28%	27%	26%	26%	32%	29%	38%	27%	34%	28%
Having higher taxes - like income tax and council tax - on the prosperous London and South East	21%	22%	26%	20%	17%	22%	22%	26%	18%	19%	21%	13%	22%	22%	21%	20%	21%
Offering subsidies to international businesses who choose to invest outside of London and the South East	33%	40%	32%	30%	28%	31%	36%	33%	30%	33%	33%	27%	33%	43%	30%	36%	32%
Developing expertise in green technologies primarily in those areas that have lost traditional manufacturing	40%	47%	42%	35%	33%	37%	41%	38%	38%	43%	46%	36%	40%	45%	38%	39%	40%
None of the above	5%	4%	4%	5%	7%	4%	4%	4%	6%	7%	6%	7%	5%	4%	5%	7%	5%
Don't Know	15%	11%	15%	14%	20%	16%	15%	11%	16%	16%	13%	16%	15%	11%	16%	14%	15%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.A) Looking at the following options for policies to “level up” local areas by helping businesses grow, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Management training to help people run businesses better	31%	36%	29%	27%	31%	30%	32%	34%	36%	25%	34%	24%	29%	30%	29%	42%	34%
Increased government spending on broadband and mobile connectivity	27%	26%	26%	35%	23%	23%	29%	27%	28%	27%	28%	24%	19%	28%	29%	36%	34%
Encouraging businesses to open childcare facilities on or near their business premises	34%	39%	37%	37%	30%	32%	33%	24%	38%	34%	29%	37%	30%	36%	34%	38%	35%
Reducing the tax bills of those companies that invest in machinery or in new technology and ideas	36%	32%	35%	33%	41%	35%	40%	35%	37%	42%	34%	33%	33%	38%	37%	39%	25%
Making it easier for small businesses and entrepreneurs to access loans	37%	40%	35%	41%	33%	37%	35%	41%	38%	35%	38%	39%	33%	38%	40%	40%	39%
Reducing regulation on small businesses	32%	33%	35%	30%	35%	37%	27%	31%	32%	33%	27%	27%	33%	32%	32%	28%	27%
None of the above	5%	5%	5%	3%	5%	9%	5%	5%	4%	3%	2%	5%	5%	4%	5%	3%	9%
Don't Know	14%	13%	11%	11%	17%	11%	16%	16%	13%	15%	20%	20%	19%	14%	12%	7%	9%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.B) Looking at the following options for policies to “level up” local areas by helping businesses grow, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Management training to help people run businesses better	31%	30%	31%	41%	39%	29%	26%	26%	25%	27%	34%	29%	30%	33%	34%	30%	25%
Increased government spending on broadband and mobile connectivity	27%	31%	23%	23%	27%	25%	25%	32%	28%	27%	30%	19%	27%	30%	34%	36%	18%
Encouraging businesses to open childcare facilities on or near their business premises	34%	29%	38%	33%	41%	33%	31%	31%	33%	30%	39%	27%	31%	37%	43%	12%	26%
Reducing the tax bills of those companies that invest in machinery or in new technology and ideas	36%	39%	34%	35%	31%	34%	34%	39%	42%	40%	35%	31%	40%	33%	43%	33%	28%
Making it easier for small businesses and entrepreneurs to access loans	37%	37%	37%	40%	44%	41%	35%	33%	31%	36%	39%	34%	34%	44%	39%	34%	35%
Reducing regulation on small businesses	32%	37%	27%	32%	29%	27%	31%	36%	36%	35%	31%	27%	37%	28%	33%	37%	27%
None of the above	5%	4%	5%	6%	3%	6%	4%	4%	4%	4%	4%	5%	4%	5%	1%	8%	6%
Don't Know	14%	12%	17%	8%	11%	16%	20%	15%	16%	15%	12%	23%	14%	12%	9%	15%	24%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(95.C) Looking at the following options for policies to “level up” local areas by helping businesses grow, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Management training to help people run businesses better	31%	33%	29%	29%	32%	34%	29%	34%	28%	28%	34%	25%	32%	31%	31%	23%	32%
Increased government spending on broadband and mobile connectivity	27%	32%	28%	22%	24%	26%	26%	26%	27%	29%	28%	25%	27%	30%	26%	29%	26%
Encouraging businesses to open childcare facilities on or near their business premises	34%	34%	31%	38%	32%	36%	34%	34%	32%	31%	33%	32%	34%	31%	34%	29%	34%
Reducing the tax bills of those companies that invest in machinery or in new technology and ideas	36%	38%	39%	37%	31%	37%	37%	31%	36%	37%	41%	37%	36%	42%	35%	38%	36%
Making it easier for small businesses and entrepreneurs to access loans	37%	37%	36%	41%	36%	42%	38%	40%	36%	27%	43%	30%	38%	34%	38%	37%	37%
Reducing regulation on small businesses	32%	32%	31%	31%	32%	33%	33%	29%	32%	30%	31%	36%	31%	37%	31%	39%	31%
None of the above	5%	5%	4%	4%	5%	3%	5%	4%	5%	7%	4%	4%	5%	4%	5%	5%	5%
Don't Know	14%	10%	15%	14%	19%	15%	15%	14%	14%	15%	11%	20%	14%	12%	15%	15%	14%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.A) Looking at the following options for policies to “level up” local areas by creating more or better jobs, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Locating more central government and public sector services outside of London	38%	35%	30%	44%	30%	35%	42%	42%	45%	45%	42%	34%	31%	37%	43%	49%	40%
Encouraging students to stay living near their university after graduation	16%	22%	14%	12%	14%	20%	16%	17%	20%	14%	11%	13%	11%	15%	17%	23%	16%
Allowing cities and local areas to issue their own immigration visas	15%	21%	13%	12%	10%	20%	16%	13%	14%	11%	16%	17%	15%	13%	15%	20%	16%
Allowing cities and local areas to offer tax cuts to new businesses	37%	40%	41%	33%	36%	35%	37%	39%	36%	38%	33%	35%	34%	39%	37%	44%	32%
Cutting employers' taxes in areas with fewer jobs	28%	28%	29%	31%	28%	30%	32%	27%	31%	27%	24%	25%	28%	27%	29%	30%	27%
Reduce the minimum wage in areas with high unemployment	12%	25%	9%	12%	10%	10%	14%	12%	5%	10%	8%	13%	10%	12%	11%	23%	22%
Reduce benefit levels in areas with high unemployment	19%	22%	15%	22%	18%	25%	19%	19%	20%	16%	20%	19%	20%	21%	16%	17%	24%
None of the above	9%	5%	14%	11%	11%	14%	6%	5%	10%	7%	5%	6%	9%	9%	9%	4%	4%
Don't Know	16%	14%	14%	14%	18%	12%	16%	20%	11%	18%	19%	24%	22%	16%	13%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.B) Looking at the following options for policies to “level up” local areas by creating more or better jobs, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Locating more central government and public sector services outside of London	38%	42%	34%	28%	32%	32%	34%	51%	49%	39%	43%	24%	42%	40%	43%	34%	26%
Encouraging students to stay living near their university after graduation	16%	17%	14%	26%	22%	18%	13%	10%	8%	11%	18%	17%	12%	21%	15%	4%	11%
Allowing cities and local areas to issue their own immigration visas	15%	17%	13%	23%	16%	18%	11%	11%	11%	14%	15%	14%	12%	20%	18%	14%	8%
Allowing cities and local areas to offer tax cuts to new businesses	37%	40%	34%	31%	36%	34%	37%	43%	41%	37%	41%	31%	41%	38%	40%	54%	28%
Cutting employers' taxes in areas with fewer jobs	28%	32%	25%	32%	25%	23%	30%	32%	28%	29%	28%	26%	30%	29%	29%	19%	24%
Reduce the minimum wage in areas with high unemployment	12%	14%	11%	25%	19%	13%	11%	4%	4%	11%	12%	10%	12%	13%	12%	9%	8%
Reduce benefit levels in areas with high unemployment	19%	19%	19%	23%	28%	14%	19%	15%	17%	23%	16%	20%	25%	18%	11%	16%	16%
None of the above	9%	6%	11%	7%	9%	9%	9%	9%	7%	8%	9%	9%	7%	10%	9%	0%	10%
Don't Know	16%	12%	20%	9%	13%	21%	19%	16%	18%	17%	14%	24%	15%	12%	14%	26%	30%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.C) Looking at the following options for policies to “level up” local areas by creating more or better jobs, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Locating more central government and public sector services outside of London	38%	46%	41%	30%	33%	35%	42%	34%	39%	40%	33%	37%	38%	45%	36%	44%	37%
Encouraging students to stay living near their university after graduation	16%	15%	15%	17%	15%	21%	14%	17%	13%	13%	11%	8%	17%	12%	16%	14%	16%
Allowing cities and local areas to issue their own immigration visas	15%	13%	16%	16%	14%	19%	15%	17%	13%	8%	11%	14%	15%	11%	16%	12%	15%
Allowing cities and local areas to offer tax cuts to new businesses	37%	41%	38%	34%	35%	35%	43%	35%	37%	34%	32%	31%	38%	42%	36%	46%	36%
Cutting employers' taxes in areas with fewer jobs	28%	31%	26%	31%	25%	32%	28%	27%	27%	26%	25%	27%	28%	31%	27%	28%	28%
Reduce the minimum wage in areas with high unemployment	12%	12%	11%	16%	11%	20%	9%	17%	9%	8%	10%	11%	13%	12%	12%	10%	13%
Reduce benefit levels in areas with high unemployment	19%	18%	20%	21%	18%	18%	19%	18%	22%	17%	22%	25%	19%	25%	18%	21%	19%
None of the above	9%	8%	8%	8%	10%	7%	7%	10%	10%	9%	12%	10%	8%	6%	9%	8%	9%
Don't Know	16%	12%	17%	16%	20%	17%	16%	13%	13%	19%	21%	20%	16%	14%	17%	16%	16%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.A) Looking at the following options for policies to “level up” local areas by increasing the quantity and quality of housing, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Building more social housing across the country	31%	30%	24%	29%	32%	28%	27%	34%	39%	34%	37%	34%	30%	31%	33%	30%	24%
Making it easier for housing developers to build on Brownfield land	21%	19%	21%	23%	19%	21%	20%	19%	21%	24%	24%	10%	17%	20%	24%	23%	22%
Making it easier for developers to build on Greenfield land	8%	13%	6%	7%	6%	9%	8%	8%	6%	7%	6%	5%	7%	6%	5%	18%	14%
Only building homes in areas with solid infrastructure like roads, hospitals, shops and schools close by	31%	30%	37%	35%	42%	27%	27%	33%	26%	28%	27%	31%	31%	32%	31%	30%	36%
Building more homes in city and town centres by	16%	24%	11%	15%	13%	11%	22%	17%	17%	13%	15%	16%	13%	17%	16%	22%	22%
Give residents more of a say over changes in the planning rules in their cities, town or local area	27%	30%	27%	28%	26%	26%	27%	26%	18%	29%	26%	16%	22%	28%	28%	28%	25%
Allowing residents on a specific street to agree to build or expand their houses	10%	17%	6%	10%	5%	13%	11%	8%	9%	6%	8%	11%	8%	9%	9%	18%	14%
Banning people who are not local from owning a second home	27%	18%	30%	38%	34%	28%	23%	22%	28%	25%	26%	31%	28%	26%	28%	22%	25%
Giving local people priority for social housing	36%	31%	37%	44%	33%	37%	34%	36%	35%	32%	39%	46%	40%	36%	36%	29%	25%
Change planning rules to ensure that new housing looks nicer	13%	19%	12%	9%	16%	14%	12%	13%	11%	14%	9%	11%	10%	13%	13%	20%	11%
None of the above	3%	2%	5%	2%	2%	6%	3%	4%	2%	3%	1%	1%	3%	3%	3%	2%	1%
Don't Know	11%	10%	10%	9%	8%	9%	12%	11%	10%	11%	15%	12%	15%	9%	9%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.B) Looking at the following options for policies to “level up” local areas by increasing the quantity and quality of housing, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Building more social housing across the country	31%	31%	31%	29%	31%	27%	33%	34%	32%	27%	35%	26%	24%	40%	41%	28%	28%
Making it easier for housing developers to build on Brownfield land	21%	24%	17%	11%	15%	16%	18%	28%	32%	23%	22%	11%	26%	17%	30%	21%	8%
Making it easier for developers to build on Greenfield land	8%	10%	5%	14%	9%	11%	7%	2%	3%	6%	8%	8%	6%	10%	9%	0%	6%
Only building homes in areas with solid infrastructure like roads, hospitals, shops and schools close by	31%	29%	34%	20%	30%	23%	28%	40%	45%	34%	34%	21%	38%	28%	39%	19%	22%
Building more homes in city and town centres by	16%	19%	12%	24%	21%	18%	12%	12%	11%	14%	17%	19%	15%	19%	14%	4%	17%
Give residents more of a say over changes in the planning rules in their cities, town or local area	27%	23%	30%	29%	25%	27%	23%	28%	28%	26%	28%	23%	29%	24%	27%	31%	24%
Allowing residents on a specific street to agree to build or expand their houses	10%	11%	8%	18%	17%	9%	8%	3%	3%	8%	10%	9%	9%	11%	5%	6%	9%
Banning people who are not local from owning a second home	27%	28%	26%	21%	22%	24%	31%	28%	33%	30%	27%	20%	27%	26%	36%	37%	22%
Giving local people priority for social housing	36%	32%	40%	23%	33%	34%	36%	45%	43%	41%	35%	28%	40%	37%	34%	39%	29%
Change planning rules to ensure that new housing looks nicer	13%	13%	13%	23%	16%	12%	13%	8%	8%	13%	14%	8%	13%	15%	12%	12%	9%
None of the above	3%	3%	3%	2%	4%	4%	3%	3%	1%	3%	3%	5%	3%	2%	3%	0%	4%
Don't Know	11%	9%	13%	8%	8%	14%	15%	8%	9%	10%	8%	20%	9%	7%	5%	22%	23%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.C) Looking at the following options for policies to “level up” local areas by increasing the quantity and quality of housing, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Building more social housing across the country	31%	29%	34%	29%	31%	31%	30%	37%	31%	26%	30%	23%	32%	24%	33%	24%	32%
Making it easier for housing developers to build on Brownfield land	21%	28%	21%	18%	14%	17%	24%	20%	19%	24%	18%	21%	20%	29%	18%	27%	20%
Making it easier for developers to build on Greenfield land	8%	10%	4%	9%	7%	13%	7%	4%	7%	4%	8%	6%	8%	6%	8%	5%	8%
Only building homes in areas with solid infrastructure like roads, hospitals, shops and schools close by	31%	35%	34%	27%	29%	25%	33%	29%	34%	38%	28%	32%	31%	40%	29%	37%	31%
Building more homes in city and town centres by	16%	15%	15%	16%	18%	23%	12%	17%	15%	14%	8%	17%	16%	15%	16%	13%	16%
Give residents more of a say over changes in the planning rules in their cities, town or local area	27%	27%	29%	25%	25%	26%	29%	23%	24%	29%	30%	25%	27%	31%	25%	30%	26%
Allowing residents on a specific street to agree to build or expand their houses	10%	9%	9%	10%	11%	15%	9%	7%	8%	5%	9%	7%	10%	10%	9%	7%	10%
Banning people who are not local from owning a second home	27%	24%	28%	29%	26%	20%	27%	23%	33%	35%	25%	35%	26%	23%	28%	32%	26%
Giving local people priority for social housing	36%	35%	34%	38%	36%	32%	36%	34%	39%	41%	38%	44%	35%	35%	36%	42%	35%
Change planning rules to ensure that new housing looks nicer	13%	13%	15%	14%	10%	17%	11%	10%	12%	12%	14%	10%	13%	13%	13%	11%	13%
None of the above	3%	5%	1%	3%	3%	3%	3%	3%	3%	2%	7%	3%	3%	3%	3%	3%	3%
Don't Know	11%	7%	11%	11%	14%	12%	13%	10%	8%	10%	8%	14%	10%	7%	12%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.A) Looking at the following options for policies to “level up” local areas by improving the high street, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Lowering business rates for local shops	41%	31%	46%	50%	49%	40%	33%	41%	41%	45%	39%	40%	39%	42%	44%	37%	28%
Improving public transport into high streets or town centres	33%	27%	37%	37%	36%	35%	30%	35%	28%	36%	33%	33%	32%	32%	36%	31%	45%
Making it easier to drive and park in high streets or town centres	26%	28%	31%	24%	20%	23%	31%	32%	25%	24%	21%	26%	26%	30%	24%	19%	15%
Introducing more flowers and greenery into town centres	14%	17%	12%	11%	20%	12%	17%	12%	10%	17%	8%	15%	11%	13%	18%	15%	20%
Renovating historical buildings and monuments	12%	20%	8%	16%	11%	9%	9%	10%	4%	13%	10%	10%	9%	12%	8%	21%	17%
Invest in attractions to encourage more people to visit	20%	20%	21%	17%	17%	19%	21%	12%	20%	27%	18%	19%	15%	20%	19%	28%	21%
Introduce a new tax for consumers on anything bought online	11%	16%	8%	14%	7%	7%	11%	6%	14%	11%	16%	8%	8%	9%	12%	20%	18%
Locating GPs, schools and other public services in vacant lots on the high street	30%	28%	31%	29%	34%	31%	28%	35%	30%	26%	35%	26%	27%	31%	32%	34%	28%
Creating more co-working spaces	11%	14%	12%	9%	11%	13%	10%	12%	14%	4%	14%	14%	9%	11%	11%	16%	15%
Turning unused shops into housing or offices	32%	32%	31%	26%	32%	26%	36%	37%	34%	31%	34%	28%	30%	34%	34%	25%	29%
None of the above	3%	2%	3%	3%	1%	9%	3%	4%	3%	2%	1%	4%	4%	3%	3%	2%	1%
Don't Know	9%	8%	7%	6%	7%	7%	10%	13%	9%	10%	10%	12%	13%	7%	7%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(98.B) Looking at the following options for policies to “level up” local areas by improving the high street, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Lowering business rates for local shops	41%	40%	42%	24%	31%	35%	43%	52%	57%	47%	40%	36%	47%	37%	45%	45%	38%
Improving public transport into high streets or town centres	33%	32%	35%	21%	28%	29%	34%	43%	43%	32%	39%	24%	34%	35%	40%	33%	26%
Making it easier to drive and park in high streets or town centres	26%	27%	26%	32%	24%	20%	22%	31%	30%	30%	24%	22%	33%	22%	27%	17%	18%
Introducing more flowers and greenery into town centres	14%	13%	15%	23%	22%	18%	11%	7%	6%	12%	14%	14%	11%	17%	17%	10%	14%
Renovating historical buildings and monuments	12%	13%	11%	13%	16%	16%	9%	9%	7%	10%	12%	13%	9%	14%	12%	15%	13%
Invest in attractions to encourage more people to visit	20%	19%	20%	22%	28%	22%	16%	14%	16%	20%	19%	22%	19%	21%	14%	28%	21%
Introduce a new tax for consumers on anything bought online	11%	16%	6%	12%	9%	10%	11%	10%	12%	10%	14%	7%	12%	12%	14%	7%	3%
Locating GPs, schools and other public services in vacant lots on the high street	30%	26%	34%	30%	32%	26%	31%	34%	30%	29%	32%	22%	33%	29%	30%	22%	23%
Creating more co-working spaces	11%	12%	11%	18%	16%	12%	12%	6%	5%	10%	13%	10%	9%	15%	12%	6%	9%
Turning unused shops into housing or offices	32%	32%	32%	32%	29%	25%	33%	36%	36%	33%	33%	28%	32%	34%	39%	18%	23%
None of the above	3%	3%	3%	2%	3%	5%	3%	4%	2%	3%	3%	4%	3%	3%	2%	9%	4%
Don't Know	9%	8%	9%	7%	8%	11%	12%	6%	8%	8%	6%	16%	7%	7%	5%	14%	19%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.C) Looking at the following options for policies to “level up” local areas by improving the high street, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Lowering business rates for local shops	41%	44%	43%	38%	38%	32%	44%	41%	47%	40%	45%	48%	40%	47%	40%	48%	40%
Improving public transport into high streets or town centres	33%	37%	38%	28%	28%	29%	33%	32%	36%	41%	27%	32%	34%	36%	33%	35%	33%
Making it easier to drive and park in high streets or town centres	26%	25%	29%	29%	22%	24%	29%	21%	28%	27%	23%	30%	26%	33%	25%	31%	25%
Introducing more flowers and greenery into town centres	14%	14%	16%	12%	15%	22%	14%	11%	10%	8%	24%	9%	15%	12%	15%	8%	15%
Renovating historical buildings and monuments	12%	12%	10%	12%	13%	17%	9%	12%	9%	9%	17%	8%	12%	9%	12%	8%	12%
Invest in attractions to encourage more people to visit	20%	18%	20%	23%	18%	21%	21%	23%	18%	15%	14%	15%	20%	20%	19%	16%	20%
Introduce a new tax for consumers on anything bought online	11%	16%	9%	11%	8%	13%	10%	13%	11%	10%	4%	10%	11%	14%	10%	9%	11%
Locating GPs, schools and other public services in vacant lots on the high street	30%	32%	31%	28%	29%	29%	31%	29%	29%	34%	33%	31%	30%	33%	29%	34%	30%
Creating more co-working spaces	11%	12%	10%	13%	10%	14%	11%	13%	9%	10%	11%	8%	12%	10%	12%	9%	12%
Turning unused shops into housing or offices	32%	32%	30%	32%	34%	33%	30%	32%	29%	37%	35%	33%	32%	31%	32%	32%	32%
None of the above	3%	3%	2%	3%	4%	3%	2%	3%	4%	4%	1%	3%	3%	3%	3%	4%	3%
Don't Know	9%	6%	8%	9%	13%	10%	8%	8%	8%	8%	11%	12%	8%	5%	10%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.A) Looking at the following options for policies to “level up” local areas by giving local government more power, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Giving mayors and local authorities more control over local taxes and expenditure	19%	20%	19%	22%	15%	22%	17%	22%	14%	24%	22%	11%	14%	20%	22%	25%	32%
Giving more power to mayors and local authorities over critical issues like healthcare and welfare	22%	23%	19%	23%	22%	22%	22%	26%	21%	27%	20%	17%	20%	24%	20%	28%	26%
Giving more power to the most locally focused councils, like parish councils	19%	22%	20%	25%	22%	21%	20%	19%	11%	17%	17%	13%	19%	20%	20%	20%	11%
Holding more local votes and referendums on important issues	27%	28%	27%	32%	28%	22%	25%	33%	30%	30%	22%	26%	26%	29%	27%	25%	22%
Giving local charities and community groups more control over public money	20%	26%	20%	20%	21%	28%	14%	11%	21%	15%	20%	24%	15%	19%	22%	28%	33%
Maintaining power in Westminster to ensure funding is fairly allocated	16%	22%	17%	13%	11%	16%	14%	15%	19%	14%	16%	9%	14%	14%	17%	21%	17%
Raising council tax	5%	6%	5%	6%	6%	3%	6%	6%	5%	2%	5%	2%	3%	5%	5%	10%	8%
Having richer councils subsidise poorer councils more	19%	23%	14%	10%	16%	15%	20%	23%	26%	24%	22%	20%	17%	19%	20%	23%	24%
Giving local MPs more of a say over how their constituency is developed	24%	26%	18%	25%	25%	18%	26%	25%	19%	31%	21%	26%	24%	20%	27%	29%	26%
None of the above	9%	7%	12%	6%	13%	13%	10%	9%	10%	9%	7%	8%	11%	10%	10%	6%	3%
Don't Know	17%	13%	16%	15%	18%	14%	19%	18%	14%	15%	20%	24%	22%	16%	14%	10%	11%

(99.B) Looking at the following options for policies to “level up” local areas by giving local government more power, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Giving mayors and local authorities more control over local taxes and expenditure	19%	22%	17%	19%	17%	21%	19%	18%	22%	19%	21%	14%	18%	22%	25%	21%	13%
Giving more power to mayors and local authorities over critical issues like healthcare and welfare	22%	23%	22%	20%	19%	24%	19%	26%	25%	20%	27%	15%	21%	27%	28%	24%	16%
Giving more power to the most locally focused councils, like parish councils	19%	22%	17%	19%	19%	18%	20%	21%	19%	19%	22%	14%	21%	21%	20%	8%	14%
Holding more local votes and referendums on important issues	27%	25%	29%	29%	28%	24%	24%	29%	30%	31%	28%	15%	30%	33%	26%	24%	14%
Giving local charities and community groups more control over public money	20%	18%	22%	26%	30%	21%	17%	15%	12%	17%	23%	15%	17%	24%	20%	6%	13%
Maintaining power in Westminster to ensure funding is fairly allocated	16%	18%	13%	23%	11%	15%	14%	15%	17%	17%	17%	8%	20%	15%	11%	26%	9%
Raising council tax	5%	8%	3%	10%	7%	5%	3%	3%	2%	3%	7%	4%	3%	8%	5%	0%	3%
Having richer councils subsidise poorer councils more	19%	20%	19%	25%	25%	20%	18%	17%	13%	16%	20%	21%	14%	25%	20%	16%	21%
Giving local MPs more of a say over how their constituency is developed	24%	26%	22%	24%	23%	23%	21%	27%	27%	26%	25%	18%	28%	25%	23%	20%	16%
None of the above	9%	8%	10%	6%	10%	7%	10%	10%	11%	11%	8%	10%	10%	8%	8%	15%	12%
Don't Know	17%	13%	20%	11%	13%	19%	22%	16%	17%	17%	12%	32%	17%	11%	13%	24%	32%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

(99.C) Looking at the following options for policies to “level up” local areas by giving local government more power, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Giving mayors and local authorities more control over local taxes and expenditure	19%	24%	16%	18%	19%	23%	21%	16%	18%	19%	14%	15%	20%	21%	19%	15%	20%
Giving more power to mayors and local authorities over critical issues like healthcare and welfare	22%	25%	23%	20%	21%	23%	26%	23%	18%	22%	18%	17%	23%	23%	22%	23%	22%
Giving more power to the most locally focused councils, like parish councils	19%	21%	22%	16%	19%	19%	15%	22%	19%	24%	27%	21%	19%	21%	19%	17%	20%
Holding more local votes and referendums on important issues	27%	28%	28%	27%	27%	25%	29%	28%	30%	29%	21%	35%	27%	28%	27%	36%	26%
Giving local charities and community groups more control over public money	20%	22%	20%	23%	15%	23%	17%	25%	19%	15%	20%	13%	21%	19%	20%	15%	20%
Maintaining power in Westminster to ensure funding is fairly allocated	16%	19%	13%	17%	13%	17%	15%	14%	15%	16%	15%	16%	16%	23%	14%	13%	16%
Raising council tax	5%	5%	4%	6%	6%	8%	3%	6%	3%	4%	7%	1%	5%	5%	5%	4%	5%
Having richer councils subsidise poorer councils more	19%	18%	21%	20%	19%	21%	21%	21%	17%	14%	23%	11%	20%	13%	21%	15%	20%
Giving local MPs more of a say over how their constituency is developed	24%	26%	23%	25%	22%	24%	28%	24%	22%	22%	21%	28%	24%	30%	23%	21%	24%
None of the above	9%	9%	8%	10%	11%	7%	8%	11%	12%	11%	7%	12%	9%	8%	10%	13%	9%
Don't Know	17%	13%	17%	15%	21%	19%	17%	12%	17%	16%	17%	20%	16%	15%	17%	18%	16%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

(100.A) Looking at the following options for policies to “level up” local areas by tackling crime and anti-social behaviour, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Introducing more "on-the-spot" fines for those guilty of anti-social behaviour	28%	24%	32%	31%	26%	27%	22%	28%	37%	28%	30%	27%	29%	30%	26%	21%	30%
Introducing more CCTV in town centres	21%	23%	16%	19%	19%	29%	22%	25%	24%	24%	16%	17%	21%	23%	17%	23%	26%
Requiring people who have committed crimes to clean up litter and graffiti on the streets	36%	26%	40%	31%	40%	34%	40%	35%	37%	39%	40%	38%	40%	38%	35%	24%	29%
Introducing more security guards in towns	13%	19%	11%	10%	14%	11%	15%	12%	5%	10%	10%	13%	14%	14%	9%	14%	11%
Opening more youth centres to help stop young people turning to crime	34%	32%	38%	33%	37%	32%	31%	35%	35%	33%	30%	38%	32%	32%	37%	40%	35%
Giving more powers to local councils to ban people from living in particular areas	12%	18%	10%	10%	12%	7%	9%	11%	17%	15%	13%	8%	11%	13%	10%	16%	17%
Tougher sentences for those guilty of fraud and online / phone scams	35%	29%	37%	37%	36%	35%	33%	40%	34%	37%	40%	30%	36%	35%	35%	30%	23%
Increasing support for drug rehabilitation services	22%	19%	20%	25%	20%	25%	21%	20%	20%	21%	26%	20%	13%	21%	24%	33%	32%
Changing prisons to focus more on rehabilitation and reduction than punishment	18%	21%	17%	20%	18%	16%	18%	14%	14%	16%	20%	15%	8%	16%	26%	24%	31%
Taking more action to end rough sleeping on the streets	30%	30%	28%	33%	29%	29%	33%	31%	22%	32%	27%	33%	30%	31%	31%	30%	15%
None of the above	2%	3%	3%	3%	1%	4%	1%	3%	2%	1%	1%	2%	3%	2%	2%	2%	1%
Don't Know	7%	8%	7%	6%	6%	7%	8%	6%	8%	7%	9%	10%	10%	6%	7%	5%	7%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.B) Looking at the following options for policies to “level up” local areas by tackling crime and anti-social behaviour, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Introducing more "on-the-spot" fines for those guilty of anti-social behaviour	28%	27%	28%	21%	28%	27%	25%	34%	32%	32%	25%	25%	32%	24%	27%	24%	31%
Introducing more CCTV in town centres	21%	21%	21%	31%	24%	20%	19%	15%	19%	20%	20%	22%	23%	22%	20%	9%	18%
Requiring people who have committed crimes to clean up litter and graffiti on the streets	36%	36%	37%	23%	27%	25%	33%	53%	53%	45%	34%	24%	44%	30%	41%	54%	29%
Introducing more security guards in towns	13%	15%	10%	20%	17%	17%	9%	7%	7%	12%	12%	16%	13%	14%	10%	4%	11%
Opening more youth centres to help stop young people turning to crime	34%	30%	37%	25%	32%	34%	35%	37%	38%	32%	37%	27%	33%	36%	39%	25%	33%
Giving more powers to local councils to ban people from living in particular areas	12%	15%	10%	16%	14%	17%	10%	9%	7%	12%	11%	13%	12%	11%	14%	24%	11%
Tougher sentences for those guilty of fraud and online / phone scams	35%	36%	34%	23%	26%	24%	32%	46%	55%	44%	32%	23%	46%	29%	35%	49%	24%
Increasing support for drug rehabilitation services	22%	22%	21%	28%	30%	22%	23%	17%	12%	14%	26%	20%	14%	30%	24%	15%	16%
Changing prisons to focus more on rehabilitation and reduction than punishment	18%	18%	17%	23%	18%	19%	18%	15%	13%	10%	24%	18%	11%	23%	23%	18%	17%
Taking more action to end rough sleeping on the streets	30%	25%	35%	33%	31%	30%	31%	30%	27%	28%	31%	30%	28%	34%	27%	29%	27%
None of the above	2%	3%	2%	2%	2%	4%	3%	2%	0%	2%	2%	3%	2%	2%	1%	5%	3%
Don't Know	7%	7%	8%	6%	7%	9%	9%	6%	6%	6%	6%	14%	6%	5%	7%	5%	14%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.C) Looking at the following options for policies to “level up” local areas by tackling crime and anti-social behaviour, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Introducing more "on-the-spot" fines for those guilty of anti-social behaviour	28%	28%	30%	25%	28%	23%	28%	27%	30%	29%	38%	26%	28%	35%	26%	32%	27%
Introducing more CCTV in town centres	21%	21%	22%	23%	19%	24%	18%	24%	21%	18%	24%	19%	21%	25%	20%	17%	22%
Requiring people who have committed crimes to clean up litter and graffiti on the streets	36%	35%	41%	36%	31%	27%	36%	38%	39%	44%	41%	47%	35%	45%	34%	47%	35%
Introducing more security guards in towns	13%	9%	13%	14%	16%	17%	12%	9%	11%	11%	13%	15%	12%	12%	13%	11%	13%
Opening more youth centres to help stop young people turning to crime	34%	39%	33%	32%	30%	31%	34%	32%	34%	39%	33%	31%	34%	33%	34%	33%	34%
Giving more powers to local councils to ban people from living in particular areas	12%	12%	11%	15%	10%	15%	12%	14%	10%	10%	8%	12%	12%	11%	12%	14%	12%
Tougher sentences for those guilty of fraud and online / phone scams	35%	37%	36%	37%	31%	27%	37%	33%	38%	42%	41%	47%	34%	46%	32%	43%	34%
Increasing support for drug rehabilitation services	22%	23%	22%	20%	22%	28%	22%	19%	18%	19%	17%	12%	23%	14%	23%	17%	22%
Changing prisons to focus more on rehabilitation and reduction than punishment	18%	22%	17%	15%	16%	22%	16%	20%	16%	12%	15%	7%	19%	13%	19%	8%	19%
Taking more action to end rough sleeping on the streets	30%	28%	32%	30%	30%	32%	33%	28%	28%	28%	24%	27%	30%	26%	31%	30%	30%
None of the above	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	1%	2%	3%	2%	4%	2%
Don't Know	7%	5%	6%	7%	11%	10%	7%	5%	7%	7%	4%	9%	7%	4%	8%	7%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(101.A) Looking at the following options for policies to “level up” local areas by improving local schooling and education, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Tougher discipline in schools	28%	20%	27%	28%	34%	23%	23%	32%	35%	34%	28%	26%	32%	28%	25%	19%	25%
Smaller class sizes	30%	28%	27%	27%	31%	32%	33%	34%	31%	33%	29%	27%	30%	30%	33%	27%	31%
Better funding for schools in areas of low educational achievement	34%	30%	32%	40%	30%	37%	34%	34%	35%	34%	38%	40%	30%	33%	41%	34%	39%
More catch up funding to help children catch up in subjects they have fallen behind in during the pandemic	27%	28%	29%	29%	26%	30%	26%	27%	25%	27%	22%	22%	23%	28%	29%	30%	25%
More funding for extracurricular activities, pastoral care, and mental health	28%	25%	30%	31%	22%	27%	33%	25%	34%	27%	28%	34%	22%	30%	33%	32%	28%
Paying teachers more	20%	25%	20%	22%	20%	21%	24%	17%	13%	18%	14%	20%	12%	23%	22%	26%	20%
More specialist schools for people with particular talents and high achievers	15%	23%	14%	13%	14%	10%	16%	15%	16%	18%	11%	17%	11%	13%	16%	32%	17%
More specialist schools for people with special educational needs	22%	24%	25%	23%	26%	28%	20%	19%	15%	21%	21%	15%	22%	22%	19%	24%	34%
More funding for buildings and equipment	23%	23%	19%	24%	28%	21%	25%	23%	16%	24%	22%	26%	19%	26%	22%	28%	14%
Making it easier to start new schools	8%	13%	6%	8%	6%	10%	8%	7%	5%	7%	9%	5%	8%	8%	9%	7%	10%
None of the above	2%	3%	4%	2%	0%	5%	1%	3%	2%	2%	1%	1%	2%	2%	3%	1%	1%
Don't Know	9%	8%	8%	8%	9%	6%	8%	13%	10%	8%	13%	11%	14%	8%	7%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.B) Looking at the following options for policies to “level up” local areas by improving local schooling and education, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Tougher discipline in schools	28%	28%	28%	14%	18%	21%	25%	40%	44%	42%	19%	20%	41%	17%	21%	34%	23%
Smaller class sizes	30%	29%	31%	30%	22%	28%	30%	36%	34%	34%	29%	23%	32%	32%	28%	32%	24%
Better funding for schools in areas of low educational achievement	34%	34%	35%	34%	36%	35%	31%	35%	36%	27%	40%	33%	30%	38%	42%	39%	33%
More catch up funding to help children catch up in subjects they have fallen behind in during the pandemic	27%	25%	28%	27%	23%	27%	28%	26%	30%	25%	29%	24%	28%	25%	38%	17%	25%
More funding for extracurricular activities, pastoral care, and mental health	28%	25%	31%	24%	38%	27%	28%	30%	22%	23%	34%	25%	23%	33%	34%	24%	24%
Paying teachers more	20%	22%	18%	32%	31%	20%	15%	13%	11%	13%	25%	18%	13%	31%	14%	16%	20%
More specialist schools for people with particular talents and high achievers	15%	17%	14%	26%	16%	11%	11%	14%	16%	16%	16%	13%	18%	14%	15%	11%	11%
More specialist schools for people with special educational needs	22%	19%	26%	23%	24%	24%	21%	22%	21%	20%	23%	23%	21%	24%	29%	19%	21%
More funding for buildings and equipment	23%	28%	18%	24%	26%	21%	24%	18%	24%	22%	25%	21%	23%	25%	25%	24%	20%
Making it easier to start new schools	8%	9%	7%	13%	13%	10%	10%	1%	3%	6%	8%	9%	7%	11%	4%	8%	7%
None of the above	2%	2%	2%	1%	2%	3%	2%	3%	1%	3%	1%	3%	2%	2%	2%	0%	4%
Don't Know	9%	8%	10%	7%	7%	10%	12%	9%	10%	9%	8%	16%	8%	7%	8%	13%	16%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.C) Looking at the following options for policies to “level up” local areas by improving local schooling and education, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Tougher discipline in schools	28%	27%	28%	26%	29%	19%	30%	26%	30%	36%	28%	49%	25%	39%	25%	41%	26%
Smaller class sizes	30%	29%	31%	31%	29%	29%	32%	30%	29%	29%	35%	39%	29%	29%	30%	34%	29%
Better funding for schools in areas of low educational achievement	34%	36%	36%	31%	34%	35%	34%	35%	35%	30%	38%	24%	36%	32%	35%	29%	35%
More catch up funding to help children catch up in subjects they have fallen behind in during the pandemic	27%	28%	27%	28%	24%	26%	27%	25%	27%	30%	24%	24%	27%	30%	26%	27%	27%
More funding for extracurricular activities, pastoral care, and mental health	28%	30%	31%	28%	24%	29%	29%	26%	27%	30%	26%	16%	30%	26%	29%	25%	29%
Paying teachers more	20%	20%	19%	23%	18%	24%	17%	27%	16%	18%	18%	13%	21%	11%	22%	10%	21%
More specialist schools for people with particular talents and high achievers	15%	19%	11%	17%	15%	21%	12%	13%	15%	15%	21%	13%	16%	18%	15%	15%	15%
More specialist schools for people with special educational needs	22%	25%	23%	18%	21%	24%	23%	20%	21%	20%	25%	13%	23%	23%	22%	19%	23%
More funding for buildings and equipment	23%	25%	24%	22%	20%	23%	22%	23%	23%	27%	19%	21%	23%	25%	23%	21%	23%
Making it easier to start new schools	8%	7%	9%	10%	7%	12%	7%	11%	5%	4%	8%	4%	9%	8%	8%	6%	8%
None of the above	2%	3%	2%	1%	2%	2%	1%	2%	4%	3%	2%	2%	2%	3%	2%	3%	2%
Don't Know	9%	6%	9%	9%	13%	10%	10%	8%	9%	7%	7%	12%	9%	6%	10%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.A) Looking at the following options for policies to “level up” local areas by improving local universities and training, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Reducing the tuition fees students pay at their local university	29%	30%	33%	26%	32%	33%	27%	32%	32%	25%	28%	25%	25%	30%	33%	32%	33%
Giving people more maintenance grants - the grants students receive to pay for the day-to-day costs of attending university	21%	25%	18%	19%	18%	27%	23%	18%	23%	22%	23%	19%	17%	22%	23%	28%	27%
Increasing local university places so people don't need to move away from home to study	15%	26%	13%	14%	11%	18%	17%	12%	11%	12%	13%	12%	11%	15%	17%	21%	22%
Having lower grade requirements for people from less privileged backgrounds to attend university	16%	20%	12%	18%	16%	13%	13%	15%	18%	19%	14%	19%	16%	18%	12%	18%	17%
Limiting the number of university places available to privately schooled children	11%	13%	7%	10%	8%	12%	12%	10%	13%	12%	11%	15%	10%	11%	11%	14%	8%
More funding for work placements for young people	35%	28%	40%	38%	38%	37%	35%	35%	34%	37%	25%	36%	34%	37%	36%	30%	18%
More funding for people to retrain later in life	31%	21%	36%	35%	33%	29%	25%	38%	30%	28%	34%	33%	28%	31%	33%	38%	21%
Better facilities and provision at Further Education colleges and other skills providers	25%	31%	24%	28%	24%	22%	25%	22%	19%	25%	22%	28%	20%	25%	30%	26%	40%
More apprenticeships available for young people as an alternative to university	45%	37%	50%	46%	50%	41%	46%	47%	43%	51%	42%	39%	45%	46%	44%	42%	45%
None of the above	3%	2%	4%	2%	3%	5%	2%	3%	5%	2%	2%	1%	3%	3%	2%	3%	5%

# Levelling Up Poll

(102.B) Looking at the following options for policies to “level up” local areas by improving local universities and training, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Reducing the tuition fees students pay at their local university	29%	29%	29%	32%	36%	28%	29%	25%	26%	27%	31%	28%	26%	34%	28%	25%	28%
Giving people more maintenance grants - the grants students receive to pay for the day-to-day costs of attending university	21%	20%	23%	27%	29%	26%	20%	16%	13%	16%	25%	22%	15%	27%	23%	22%	24%
Increasing local university places so people don't need to move away from home to study	15%	16%	15%	22%	19%	16%	17%	10%	9%	14%	15%	17%	17%	16%	14%	13%	12%
Having lower grade requirements for people from less privileged backgrounds to attend university	16%	15%	17%	30%	28%	19%	11%	5%	6%	13%	15%	18%	9%	23%	13%	10%	17%
Limiting the number of university places available to privately schooled children	11%	12%	10%	15%	15%	13%	11%	6%	6%	11%	11%	7%	9%	14%	10%	3%	7%
More funding for work placements for young people	35%	35%	35%	32%	33%	27%	34%	40%	42%	37%	33%	38%	39%	31%	37%	32%	35%
More funding for people to retrain later in life	31%	30%	31%	21%	29%	27%	35%	38%	33%	33%	32%	26%	32%	29%	37%	29%	28%
Better facilities and provision at Further Education colleges and other skills providers	25%	25%	25%	28%	20%	27%	20%	25%	30%	25%	28%	18%	27%	28%	24%	10%	17%
More apprenticeships available for young people as an alternative to university	45%	43%	48%	29%	28%	34%	39%	63%	72%	52%	46%	26%	56%	38%	53%	57%	35%
None of the above	3%	3%	3%	2%	2%	5%	4%	4%	2%	3%	3%	3%	3%	2%	1%	8%	4%
Don't Know	10%	10%	10%	7%	10%	11%	13%	10%	10%	10%	8%	17%	8%	9%	9%	18%	17%

(102.C) Looking at the following options for policies to “level up” local areas by improving local universities and training, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Reducing the tuition fees students pay at their local university	29%	33%	29%	27%	28%	28%	29%	30%	30%	28%	33%	28%	30%	24%	31%	24%	30%
Giving people more maintenance grants - the grants students receive to pay for the day-to-day costs of attending university	21%	23%	22%	18%	22%	25%	21%	26%	17%	17%	23%	11%	23%	15%	23%	13%	23%
Increasing local university places so people don't need to move away from home to study	15%	14%	17%	16%	14%	21%	12%	18%	13%	11%	15%	15%	15%	18%	15%	15%	15%
Having lower grade requirements for people from less privileged backgrounds to attend university	16%	14%	10%	20%	21%	23%	15%	17%	13%	10%	12%	9%	17%	8%	18%	8%	17%
Limiting the number of university places available to privately schooled children	11%	8%	11%	15%	10%	13%	11%	12%	11%	7%	7%	9%	11%	9%	11%	7%	11%
More funding for work placements for young people	35%	35%	37%	31%	35%	29%	36%	31%	37%	41%	41%	38%	34%	40%	33%	35%	35%
More funding for people to retrain later in life	31%	34%	31%	31%	27%	28%	31%	33%	32%	33%	27%	33%	31%	33%	30%	31%	31%
Better facilities and provision at Further Education colleges and other skills providers	25%	30%	24%	26%	20%	29%	24%	23%	26%	22%	19%	19%	26%	31%	23%	28%	24%
More apprenticeships available for young people as an alternative to university	45%	50%	49%	42%	38%	33%	50%	38%	52%	50%	56%	55%	44%	58%	42%	61%	43%
None of the above	3%	4%	2%	3%	3%	3%	2%	3%	3%	5%	3%	2%	3%	4%	3%	5%	3%
Don't Know	10%	7%	10%	11%	13%	12%	11%	10%	8%	11%	7%	13%	10%	7%	11%	9%	10%

Note:

(103.A) Looking at the following options for policies to “level up” local areas by improving transport links, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHil)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
More spending on local buses	41%	29%	43%	47%	45%	47%	43%	46%	44%	37%	36%	46%	37%	45%	41%	40%	36%
More spending on local railways	36%	35%	35%	43%	36%	32%	38%	38%	26%	35%	36%	36%	30%	36%	43%	38%	47%
Giving local government	19%	27%	15%	17%	10%	22%	18%	18%	18%	19%	20%	25%	15%	20%	18%	27%	24%
More spending on local roads	48%	36%	47%	49%	56%	43%	52%	49%	45%	56%	51%	38%	48%	51%	46%	42%	41%
More spending on local parking	26%	25%	27%	21%	28%	34%	28%	26%	25%	22%	24%	25%	27%	26%	26%	23%	27%
Investing in faster rail links with other parts of the country (eg High Speed rail)	26%	32%	27%	24%	18%	31%	19%	28%	22%	31%	29%	14%	19%	25%	32%	35%	28%
Investing or expanding local airports	10%	20%	7%	8%	6%	9%	8%	8%	15%	7%	7%	8%	6%	8%	8%	21%	19%
None of the above	5%	6%	7%	5%	2%	6%	4%	4%	7%	6%	5%	6%	7%	5%	5%	4%	5%
Don't Know	10%	13%	8%	7%	11%	8%	14%	9%	12%	8%	12%	17%	15%	8%	10%	7%	7%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.B) Looking at the following options for policies to “level up” local areas by improving transport links, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
More spending on local buses	41%	41%	41%	38%	37%	36%	36%	47%	50%	39%	44%	36%	38%	45%	51%	43%	31%
More spending on local railways	36%	39%	33%	30%	26%	33%	37%	47%	42%	34%	43%	23%	38%	39%	42%	28%	24%
Giving local government	19%	22%	16%	25%	22%	20%	21%	13%	14%	17%	22%	16%	16%	25%	18%	0%	14%
More spending on local roads	48%	45%	51%	38%	44%	43%	49%	53%	56%	55%	46%	38%	55%	44%	46%	56%	40%
More spending on local parking	26%	24%	28%	33%	31%	24%	24%	21%	22%	26%	25%	24%	24%	29%	30%	20%	25%
Investing in faster rail links with other parts of the country (eg High Speed rail)	26%	29%	23%	32%	30%	26%	21%	26%	24%	22%	30%	21%	25%	28%	29%	21%	20%
Investing or expanding local airports	10%	12%	7%	18%	13%	12%	7%	4%	4%	8%	10%	5%	9%	11%	11%	19%	5%
None of the above	5%	5%	6%	5%	5%	7%	4%	8%	3%	6%	4%	8%	4%	3%	5%	10%	8%
Don't Know	10%	8%	13%	9%	12%	12%	13%	6%	10%	9%	8%	21%	9%	8%	6%	10%	24%

*Note:*

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(103.C) Looking at the following options for policies to “level up” local areas by improving transport links, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
More spending on local buses	41%	38%	45%	43%	37%	38%	42%	38%	40%	47%	42%	38%	41%	37%	42%	43%	41%
More spending on local railways	36%	41%	40%	34%	29%	32%	37%	35%	39%	37%	35%	35%	36%	38%	35%	40%	35%
Giving local government	19%	22%	16%	20%	19%	25%	18%	20%	14%	19%	15%	12%	20%	18%	19%	14%	20%
More spending on local roads	48%	47%	50%	48%	46%	41%	46%	46%	54%	53%	53%	55%	47%	53%	47%	55%	47%
More spending on local parking	26%	21%	26%	28%	28%	27%	25%	26%	27%	21%	29%	26%	26%	22%	27%	22%	26%
Investing in faster rail links with other parts of the country (eg High Speed rail)	26%	34%	26%	23%	22%	31%	27%	26%	22%	22%	26%	19%	27%	32%	25%	21%	27%
Investing or expanding local airports	10%	10%	10%	9%	9%	16%	9%	10%	5%	8%	3%	5%	10%	12%	9%	6%	10%
None of the above	5%	5%	4%	5%	7%	5%	6%	4%	6%	5%	3%	5%	5%	4%	6%	6%	5%
Don't Know	10%	8%	10%	9%	15%	12%	11%	10%	9%	9%	9%	13%	10%	8%	11%	10%	10%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.A) Looking at the following options for policies to “level up” local areas by supporting local culture and health, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Region											Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate (PhD/DPHI)
Unweighted	2007	273	299	173	186	133	175	179	98	212	166	113	522	631	482	250	51
Weighted	2007	289	269	165	187	144	187	164	84	227	187	104	537	658	459	240	44
Funding local libraries more	12%	12%	11%	12%	14%	15%	5%	13%	11%	11%	15%	12%	9%	12%	13%	15%	15%
Spending more on hospitals and health care in poorer areas	43%	38%	44%	45%	45%	48%	39%	46%	41%	45%	44%	41%	43%	44%	43%	43%	44%
Spending more on public health campaigns to reduce obesity and smoking in particular areas	20%	21%	20%	18%	21%	21%	22%	15%	18%	20%	22%	17%	15%	20%	24%	21%	24%
Supporting local museums and historical sites	9%	13%	7%	12%	6%	5%	7%	8%	6%	13%	9%	8%	5%	9%	11%	15%	15%
Cleaning up and improving local parks and playground facilities	22%	26%	23%	25%	21%	20%	21%	20%	26%	24%	18%	16%	20%	23%	20%	26%	23%
Having more shared space where people can meet and talk	15%	18%	14%	13%	12%	13%	18%	16%	9%	13%	15%	13%	14%	12%	17%	22%	0%
Funding for local sports clubs	14%	18%	14%	17%	12%	17%	13%	12%	19%	12%	9%	10%	13%	14%	15%	15%	17%
Funding for arts and culture e.g. theatres and galleries	11%	15%	10%	13%	12%	9%	11%	9%	9%	12%	12%	7%	7%	8%	17%	19%	16%
Funding for social clubs like youth clubs and senior citizen clubs	29%	31%	29%	27%	26%	29%	28%	28%	23%	31%	26%	31%	25%	32%	29%	27%	32%
Holding more events like markets and fairs	15%	15%	13%	19%	10%	17%	15%	18%	14%	17%	11%	18%	16%	16%	13%	15%	15%
Reducing anti-social behaviour, graffiti, and litter	39%	29%	43%	41%	43%	41%	40%	44%	46%	44%	34%	31%	44%	43%	34%	29%	26%
Introducing more flowers and greenery into town centres	11%	15%	10%	6%	14%	10%	13%	13%	7%	12%	7%	13%	10%	14%	10%	10%	14%
None of the above	2%	1%	2%	2%	2%	4%	2%	4%	2%	2%	2%	3%	3%	2%	3%	1%	1%
Don't Know	8%	7%	8%	7%	9%	6%	10%	8%	8%	5%	14%	15%	12%	8%	8%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.B) Looking at the following options for policies to “level up” local areas by supporting local culture and health, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2007	961	1037	219	264	372	381	274	497	794	862	233	781	519	167	25	232
Weighted	2007	987	1011	278	346	342	342	281	419	769	856	252	734	552	152	25	237
Funding local libraries more	12%	12%	11%	17%	10%	14%	10%	12%	10%	10%	14%	10%	10%	16%	11%	12%	7%
Spending more on hospitals and health care in poorer areas	43%	40%	46%	32%	40%	37%	44%	54%	51%	42%	46%	36%	42%	45%	50%	43%	35%
Spending more on public health campaigns to reduce obesity and smoking in particular areas	20%	22%	18%	20%	19%	15%	18%	20%	26%	17%	23%	15%	20%	20%	30%	8%	13%
Supporting local museums and historical sites	9%	9%	8%	9%	13%	11%	8%	7%	5%	9%	8%	11%	8%	11%	9%	17%	8%
Cleaning up and improving local parks and playground facilities	22%	23%	21%	27%	24%	24%	21%	17%	20%	22%	22%	19%	21%	23%	27%	13%	24%
Having more shared space where people can meet and talk	15%	15%	14%	18%	18%	15%	13%	13%	11%	12%	17%	10%	13%	18%	14%	11%	14%
Funding for local sports clubs	14%	14%	14%	14%	13%	18%	15%	10%	13%	14%	15%	12%	16%	13%	18%	18%	8%
Funding for arts and culture e.g. theatres and galleries	11%	11%	11%	20%	16%	14%	7%	5%	7%	8%	13%	14%	9%	14%	10%	7%	11%
Funding for social clubs like youth clubs and senior citizen clubs	29%	26%	31%	23%	23%	26%	30%	31%	36%	28%	33%	18%	28%	29%	38%	30%	23%
Holding more events like markets and fairs	15%	15%	15%	18%	15%	16%	17%	11%	13%	17%	12%	16%	16%	16%	10%	13%	18%
Reducing anti-social behaviour, graffiti, and litter	39%	39%	39%	31%	31%	32%	37%	55%	48%	47%	35%	35%	47%	31%	37%	56%	39%
Introducing more flowers and greenery into town centres	11%	10%	12%	21%	18%	10%	10%	5%	6%	9%	11%	18%	10%	13%	9%	3%	12%
None of the above	2%	2%	2%	1%	2%	2%	3%	3%	2%	3%	1%	3%	2%	2%	2%	5%	4%
Don't Know	8%	8%	9%	4%	9%	10%	12%	7%	8%	8%	7%	14%	8%	6%	3%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.C) Looking at the following options for policies to “level up” local areas by supporting local culture and health, which would you be MOST supportive of the Government implementing? Please select up to three of the following

	Total	Social Grade				Area						C2DE Conservative Leave		Traditional Conservative		Conservative waverer	
		AB	C1	C2	DE	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	C2DE Leave Con	Rest of sample	ABC1Con	Rest of sample	ConOther	Rest of sample
Unweighted	2007	633	549	330	484	431	522	238	419	280	116	196	1811	449	1558	263	1744
Weighted	2007	539	519	439	499	465	512	254	401	262	112	209	1798	389	1618	252	1755
Funding local libraries more	12%	13%	12%	13%	10%	15%	12%	10%	9%	15%	11%	10%	12%	9%	12%	9%	12%
Spending more on hospitals and health care in poorer areas	43%	44%	46%	43%	39%	35%	48%	43%	43%	48%	46%	44%	43%	38%	44%	46%	43%
Spending more on public health campaigns to reduce obesity and smoking in particular areas	20%	24%	20%	17%	17%	23%	20%	16%	20%	17%	20%	13%	21%	21%	19%	18%	20%
Supporting local museums and historical sites	9%	10%	9%	9%	8%	11%	8%	8%	8%	7%	12%	8%	9%	7%	9%	6%	9%
Cleaning up and improving local parks and playground facilities	22%	22%	24%	20%	23%	25%	22%	22%	18%	23%	21%	18%	23%	24%	22%	20%	22%
Having more shared space where people can meet and talk	15%	15%	12%	16%	14%	19%	12%	18%	10%	14%	17%	11%	15%	14%	15%	10%	15%
Funding for local sports clubs	14%	16%	15%	15%	11%	13%	16%	13%	16%	12%	12%	11%	14%	17%	13%	15%	14%
Funding for arts and culture e.g. theatres and galleries	11%	12%	11%	9%	13%	15%	10%	10%	11%	8%	12%	8%	12%	10%	12%	10%	11%
Funding for social clubs like youth clubs and senior citizen clubs	29%	31%	30%	28%	25%	26%	32%	23%	31%	27%	27%	23%	29%	30%	28%	29%	28%
Holding more events like markets and fairs	15%	13%	15%	14%	18%	15%	13%	16%	17%	13%	14%	21%	14%	14%	15%	15%	15%
Reducing anti-social behaviour, graffiti, and litter	39%	36%	40%	40%	41%	29%	41%	43%	42%	44%	42%	48%	38%	47%	37%	48%	38%
Introducing more flowers and greenery into town centres	11%	11%	11%	11%	12%	14%	10%	13%	8%	13%	11%	9%	12%	10%	11%	9%	12%
None of the above	2%	2%	2%	2%	3%	2%	2%	1%	3%	4%	2%	2%	2%	3%	2%	2%	2%
Don't Know	8%	5%	8%	9%	11%	10%	8%	7%	9%	8%	5%	13%	8%	7%	9%	10%	8%

Note:

BASE: All Respondents

Fieldwork: 16th Nov - 22nd Nov 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions