

UPP Foundation poll on Local Areas

Fieldwork: 10th December – 17th December 2019

Interview method: Online survey

Population represented: UK adults

Sample size: 2006

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age, gender, region, Social Grade, 2017 General Election vote and 2016 EU Referendum vote. Target proportions are derived from census data and election results.

Note on VI/2019 Vote: As this survey was carried out over the 2019 UK election, the future Vote Intention question originally asked how individuals were planning to vote, and then after polling day (12th December) how individuals voted if at all. No weighting adjustments are made according to 2019 results.

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

Thinking about the town or urban area you live in, or if not then your nearest town or urban area, do you think your local area has become a better or worse place to live in your time there?

	Gender			Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Much Better	5%	5%	5%	10%	6%	7%	4%	2%	3%	4%	6%	5%	6%	4%	6%	6%	4%	2%	5%	6%	3%	12%
Better	18%	20%	15%	21%	20%	19%	16%	12%	18%	20%	15%	17%	21%	14%	17%	23%	15%	11%	18%	20%	21%	21%
About the Same	47%	48%	47%	38%	45%	50%	50%	54%	47%	48%	47%	46%	48%	48%	50%	41%	54%	51%	49%	45%	50%	27%
Worse	20%	19%	20%	16%	16%	14%	21%	23%	27%	19%	20%	22%	19%	18%	20%	20%	21%	19%	21%	19%	21%	23%
Much Worse	5%	5%	6%	5%	4%	5%	7%	7%	4%	5%	5%	7%	3%	4%	5%	5%	4%	5%	5%	6%	3%	14%
Don't Know	5%	3%	7%	10%	8%	5%	3%	2%	2%	4%	6%	3%	3%	12%	2%	4%	3%	11%	3%	5%	2%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the town or urban area you live in, or if not then your nearest town or urban area, do you think your local area has become a better or worse place to live in your time there?

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Much Better	5%	9%	3%	3%	2%	4%	7%	6%	3%	3%	5%	7%	6%	10%	5%	2%	2%	4%	6%	4%
Better	18%	20%	17%	17%	14%	12%	15%	20%	21%	19%	20%	16%	27%	20%	17%	20%	15%	17%	19%	16%
About the Same	47%	39%	45%	55%	54%	52%	49%	40%	48%	45%	52%	54%	51%	39%	52%	49%	49%	55%	47%	49%
Worse	20%	18%	24%	18%	23%	20%	17%	21%	20%	23%	16%	17%	8%	18%	18%	20%	25%	18%	20%	20%
Much Worse	5%	9%	6%	3%	6%	7%	4%	5%	6%	6%	2%	2%	0%	7%	5%	5%	4%	3%	5%	5%
Don't Know	5%	5%	5%	3%	1%	4%	8%	7%	3%	5%	5%	5%	7%	6%	4%	4%	5%	3%	4%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): High streets in decline

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	13%	12%	14%	10%	9%	12%	16%	13%	17%	14%	12%	14%	11%	14%	16%	9%	13%	16%	15%	10%	11%	15%
2	11%	11%	12%	5%	9%	10%	11%	16%	17%	12%	11%	13%	11%	8%	13%	9%	12%	9%	14%	8%	15%	10%
3	10%	11%	10%	5%	8%	6%	11%	11%	18%	12%	8%	11%	12%	6%	13%	10%	11%	7%	11%	11%	14%	6%
4	7%	7%	6%	7%	6%	6%	8%	7%	7%	7%	7%	8%	7%	4%	8%	8%	6%	4%	8%	8%	5%	6%
5	7%	6%	7%	7%	7%	7%	6%	8%	4%	6%	7%	6%	8%	5%	6%	8%	5%	5%	7%	8%	7%	10%
Unselected	52%	52%	51%	66%	61%	59%	47%	44%	37%	49%	55%	47%	51%	63%	44%	55%	53%	59%	45%	56%	49%	55%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): High streets in decline

	Total	Region												Which of the following best describes the area where you					Do you have children?	
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Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	13%	11%	10%	12%	13%	13%	12%	12%	15%	15%	19%	19%	11%	11%	15%	13%	14%	13%	13%	13%
2	11%	9%	13%	17%	15%	10%	12%	8%	15%	6%	15%	6%	17%	9%	10%	15%	15%	13%	12%	11%
3	10%	9%	12%	13%	11%	12%	11%	6%	11%	12%	11%	7%	2%	8%	11%	13%	10%	12%	11%	10%
4	7%	5%	4%	5%	7%	8%	10%	10%	10%	7%	7%	9%	4%	6%	8%	6%	6%	7%	7%	7%
5	7%	5%	8%	9%	9%	5%	6%	9%	9%	5%	4%	6%	4%	7%	8%	4%	6%	8%	7%	7%
Unselected	52%	61%	53%	44%	45%	52%	49%	55%	40%	55%	44%	54%	62%	60%	48%	50%	49%	46%	51%	52%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Expensive / poor quality public transport

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
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Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	8%	9%	7%	6%	8%	7%	8%	10%	8%	8%	7%	7%	8%	8%	8%	8%	10%	7%	6%	9%	7%	3%
2	8%	9%	8%	7%	9%	7%	11%	9%	7%	9%	8%	9%	9%	7%	8%	7%	11%	8%	9%	7%	9%	12%
3	9%	10%	8%	11%	7%	7%	9%	12%	8%	9%	9%	9%	8%	10%	10%	8%	9%	9%	10%	8%	8%	4%
4	7%	8%	7%	7%	6%	8%	6%	9%	8%	8%	7%	7%	7%	7%	7%	6%	8%	8%	7%	7%	7%	7%
5	5%	5%	6%	5%	4%	6%	6%	8%	5%	6%	5%	5%	6%	4%	7%	5%	6%	3%	6%	5%	9%	8%
Unselected	63%	61%	65%	65%	66%	66%	60%	52%	65%	61%	65%	63%	62%	64%	60%	65%	55%	65%	61%	65%	60%	67%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Expensive / poor quality public transport

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
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Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	8%	3%	10%	12%	12%	9%	10%	4%	6%	6%	4%	7%	11%	6%	5%	8%	10%	16%	7%	9%
2	8%	5%	9%	7%	14%	11%	9%	10%	3%	6%	7%	14%	5%	5%	9%	6%	11%	13%	8%	8%
3	9%	8%	10%	9%	12%	6%	8%	11%	6%	8%	9%	9%	4%	9%	5%	13%	11%	9%	8%	9%
4	7%	6%	8%	12%	8%	6%	4%	7%	8%	7%	10%	5%	5%	6%	6%	4%	13%	5%	6%	9%
5	5%	5%	6%	5%	5%	5%	6%	7%	4%	4%	4%	7%	9%	3%	8%	6%	5%	4%	6%	5%
Unselected	63%	73%	57%	55%	50%	63%	62%	62%	73%	69%	66%	58%	66%	72%	67%	64%	50%	52%	65%	60%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): High levels of crime and anti-social behaviour

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	9%	9%	9%	12%	10%	9%	9%	8%	8%	8%	11%	10%	8%	12%	10%	8%	11%	10%	10%	8%	11%	10%
2	8%	8%	8%	10%	7%	8%	10%	7%	8%	8%	8%	8%	8%	9%	7%	6%	10%	11%	8%	7%	7%	8%
3	8%	8%	8%	10%	9%	11%	5%	8%	7%	8%	9%	9%	6%	10%	8%	8%	5%	10%	9%	8%	5%	12%
4	8%	8%	8%	8%	8%	7%	10%	10%	7%	8%	9%	8%	7%	10%	9%	8%	6%	9%	8%	8%	6%	6%
5	6%	6%	7%	3%	6%	10%	6%	4%	7%	6%	6%	6%	6%	6%	6%	6%	8%	6%	6%	7%	7%	6%
Unselected	60%	60%	60%	57%	61%	55%	60%	62%	62%	61%	57%	58%	65%	52%	60%	64%	60%	53%	58%	62%	63%	58%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): High levels of crime and anti-social behaviour

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	9%	12%	10%	7%	12%	12%	8%	9%	9%	11%	10%	0%	0%	12%	9%	10%	8%	5%	9%	10%
2	8%	9%	8%	6%	7%	6%	7%	13%	12%	8%	6%	8%	8%	10%	9%	5%	8%	6%	8%	9%
3	8%	11%	7%	7%	7%	7%	9%	8%	7%	9%	5%	10%	16%	9%	11%	6%	6%	5%	8%	9%
4	8%	7%	8%	11%	8%	12%	8%	11%	6%	8%	5%	8%	0%	7%	9%	9%	9%	4%	8%	9%
5	6%	9%	7%	3%	5%	11%	4%	3%	7%	9%	5%	4%	9%	7%	6%	8%	6%	4%	6%	7%
Unselected	60%	52%	59%	66%	61%	53%	63%	56%	59%	55%	69%	70%	68%	54%	56%	62%	62%	76%	61%	57%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Cost and availability of housing

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	15%	14%	16%	7%	14%	17%	15%	17%	17%	17%	12%	15%	17%	11%	15%	16%	16%	13%	16%	13%	19%	5%
2	10%	12%	8%	6%	10%	11%	9%	12%	11%	10%	10%	10%	11%	9%	11%	10%	11%	8%	10%	11%	12%	11%
3	10%	10%	9%	13%	7%	9%	12%	9%	10%	10%	10%	9%	11%	9%	9%	11%	12%	9%	10%	9%	11%	8%
4	8%	8%	8%	7%	10%	6%	9%	9%	7%	7%	8%	7%	8%	9%	7%	8%	8%	9%	7%	9%	5%	4%
5	7%	6%	8%	9%	11%	5%	7%	6%	5%	8%	6%	6%	7%	9%	6%	8%	7%	8%	6%	8%	3%	2%
Unselected	51%	51%	50%	57%	48%	54%	49%	48%	50%	48%	54%	54%	47%	52%	52%	48%	46%	53%	51%	50%	50%	70%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Cost and availability of housing

	Total	Region													Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No	
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808	
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825	
1	15%	20%	23%	14%	16%	10%	12%	9%	5%	11%	17%	11%	14%	13%	17%	11%	14%	18%	16%	13%	
2	10%	13%	9%	15%	10%	9%	7%	11%	7%	8%	8%	13%	5%	8%	8%	13%	11%	12%	10%	9%	
3	10%	12%	11%	9%	13%	6%	13%	7%	5%	9%	9%	8%	7%	10%	8%	11%	11%	10%	10%	10%	
4	8%	7%	8%	7%	11%	8%	9%	5%	10%	8%	8%	5%	8%	9%	6%	11%	8%	6%	7%	9%	
5	7%	6%	6%	5%	7%	10%	8%	8%	3%	9%	5%	10%	9%	9%	8%	6%	6%	5%	6%	8%	
Unselected	51%	43%	43%	50%	44%	57%	52%	60%	71%	54%	52%	52%	56%	51%	52%	49%	50%	49%	51%	51%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): High levels of unemployment

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
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Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	5%	5%	4%	6%	7%	5%	4%	6%	1%	3%	6%	4%	4%	6%	3%	4%	3%	8%	3%	5%	5%	6%
2	6%	5%	7%	12%	6%	7%	4%	5%	3%	4%	8%	5%	5%	8%	5%	8%	2%	7%	5%	10%	3%	0%
3	5%	4%	6%	7%	6%	5%	7%	3%	4%	5%	6%	4%	6%	7%	5%	5%	4%	6%	5%	4%	4%	5%
4	4%	4%	5%	5%	6%	7%	4%	3%	1%	3%	5%	3%	5%	5%	3%	7%	5%	4%	3%	7%	4%	5%
5	4%	3%	5%	6%	6%	5%	2%	4%	3%	3%	6%	4%	4%	4%	4%	6%	2%	4%	4%	5%	2%	4%
Unselected	76%	78%	73%	63%	68%	71%	79%	80%	87%	81%	69%	78%	76%	70%	80%	71%	85%	72%	81%	70%	81%	81%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): High levels of unemployment

	Total	Region													Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No	
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1	5%	5%	3%	6%	3%	3%	5%	6%	5%	5%	4%	8%	4%	6%	4%	6%	4%	4%	4%	6%	
2	6%	5%	3%	3%	5%	5%	5%	6%	12%	9%	10%	8%	0%	7%	6%	4%	6%	3%	5%	7%	
3	5%	4%	4%	6%	2%	7%	5%	7%	5%	8%	5%	2%	14%	5%	6%	6%	5%	4%	5%	6%	
4	4%	5%	2%	1%	1%	4%	3%	6%	6%	8%	6%	5%	4%	7%	4%	6%	2%	2%	4%	5%	
5	4%	3%	2%	5%	4%	2%	6%	4%	8%	3%	7%	6%	9%	7%	3%	4%	4%	6%	4%	5%	
Unselected	76%	78%	86%	77%	83%	78%	77%	72%	64%	68%	67%	71%	68%	68%	78%	74%	79%	81%	79%	72%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Low quality of local schools

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	3%	3%	2%	4%	3%	4%	3%	2%	1%	3%	2%	2%	4%	2%	2%	4%	2%	3%	2%	4%	2%	4%
2	3%	2%	4%	7%	5%	3%	3%	2%	1%	3%	4%	3%	3%	4%	3%	4%	3%	4%	3%	5%	4%	1%
3	4%	5%	3%	4%	7%	6%	3%	2%	1%	3%	5%	3%	4%	6%	3%	4%	4%	5%	3%	4%	4%	4%
4	4%	3%	5%	6%	6%	3%	5%	3%	1%	4%	4%	3%	4%	5%	2%	5%	6%	4%	3%	5%	3%	2%
5	4%	4%	4%	8%	4%	4%	3%	3%	2%	3%	5%	3%	4%	5%	3%	5%	4%	3%	3%	4%	3%	8%
Unselected	82%	84%	81%	70%	76%	80%	83%	89%	94%	84%	81%	85%	81%	79%	87%	79%	80%	81%	86%	78%	83%	81%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Low quality of local schools

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	3%	3%	4%	2%	1%	0%	3%	5%	3%	3%	1%	3%	1%	3%	2%	3%	3%	1%	2%	3%
2	3%	4%	3%	3%	3%	5%	3%	5%	4%	4%	2%	3%	0%	6%	3%	2%	2%	2%	3%	4%
3	4%	3%	5%	2%	6%	7%	6%	4%	5%	4%	0%	4%	0%	4%	4%	6%	3%	2%	4%	4%
4	4%	5%	4%	4%	2%	4%	3%	3%	2%	5%	3%	4%	6%	6%	3%	5%	2%	3%	4%	4%
5	4%	6%	4%	4%	4%	2%	2%	3%	8%	2%	4%	4%	6%	4%	4%	3%	5%	3%	4%	4%
Unselected	82%	79%	81%	86%	84%	81%	83%	80%	78%	82%	90%	82%	87%	78%	84%	82%	85%	88%	83%	82%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Ability to access local NHS services quickly

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	16%	17%	15%	11%	13%	16%	12%	16%	23%	16%	15%	16%	16%	13%	17%	16%	13%	13%	18%	16%	15%	7%
2	11%	11%	11%	12%	10%	10%	10%	11%	14%	13%	9%	11%	12%	10%	13%	12%	15%	9%	11%	12%	12%	11%
3	9%	9%	9%	7%	9%	9%	8%	8%	11%	10%	8%	10%	9%	6%	10%	9%	10%	7%	9%	9%	7%	16%
4	7%	7%	6%	5%	8%	8%	6%	8%	4%	7%	7%	9%	6%	5%	8%	6%	7%	4%	7%	6%	8%	10%
5	7%	6%	7%	10%	10%	5%	7%	4%	6%	6%	8%	5%	7%	10%	6%	6%	4%	10%	6%	6%	5%	5%
Unselected	51%	51%	51%	56%	50%	53%	56%	52%	43%	49%	53%	49%	50%	56%	46%	52%	52%	56%	49%	50%	53%	52%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Ability to access local NHS services quickly

	Total	Region												Which of the following best describes the area where you live					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	16%	15%	11%	13%	19%	15%	14%	17%	18%	19%	13%	20%	24%	13%	14%	17%	19%	17%	17%	13%
2	11%	11%	14%	15%	11%	12%	12%	7%	5%	10%	11%	10%	13%	10%	10%	13%	10%	17%	11%	11%
3	9%	8%	11%	12%	9%	8%	7%	9%	12%	9%	7%	7%	5%	8%	10%	7%	9%	10%	10%	8%
4	7%	9%	7%	5%	6%	9%	4%	4%	9%	8%	7%	5%	1%	5%	7%	9%	7%	5%	7%	7%
5	7%	6%	7%	8%	7%	6%	9%	7%	1%	4%	5%	12%	11%	6%	7%	9%	6%	7%	6%	7%
Unselected	51%	52%	50%	47%	48%	50%	53%	57%	56%	49%	56%	46%	46%	57%	53%	45%	49%	45%	49%	53%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Youth facilities / things for young people to do

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	6%	5%	7%	7%	6%	7%	5%	5%	5%	5%	7%	6%	6%	5%	5%	7%	5%	5%	5%	7%	6%	2%
2	9%	9%	9%	10%	8%	9%	9%	9%	10%	9%	10%	9%	9%	10%	10%	10%	8%	8%	10%	8%	7%	10%
3	8%	6%	10%	7%	9%	8%	7%	8%	10%	8%	9%	8%	8%	8%	9%	9%	8%	7%	8%	10%	9%	6%
4	7%	8%	6%	6%	5%	9%	6%	7%	10%	8%	7%	8%	7%	5%	8%	7%	7%	7%	9%	5%	10%	9%
5	6%	7%	6%	5%	6%	6%	8%	8%	5%	7%	5%	7%	7%	4%	6%	6%	9%	5%	5%	7%	7%	7%
Unselected	63%	65%	61%	65%	65%	61%	65%	64%	60%	64%	63%	61%	62%	69%	62%	61%	64%	68%	63%	62%	61%	65%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Youth facilities / things for young people to do

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	6%	5%	6%	3%	6%	8%	7%	8%	9%	7%	6%	5%	2%	5%	7%	4%	8%	5%	7%	5%
2	9%	4%	9%	10%	9%	12%	11%	7%	10%	12%	9%	5%	23%	7%	11%	9%	11%	6%	11%	7%
3	8%	9%	6%	8%	8%	8%	7%	9%	10%	8%	9%	13%	8%	8%	8%	8%	9%	7%	10%	6%
4	7%	9%	8%	8%	6%	9%	8%	7%	5%	6%	2%	3%	14%	6%	8%	6%	7%	11%	8%	5%
5	6%	5%	3%	8%	6%	6%	6%	8%	10%	9%	7%	7%	4%	6%	6%	7%	7%	5%	7%	5%
Unselected	63%	68%	69%	63%	65%	56%	62%	61%	56%	58%	67%	67%	51%	68%	60%	66%	58%	67%	57%	72%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Homelessness

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	6%	4%	8%	14%	7%	4%	5%	3%	5%	5%	8%	5%	6%	10%	5%	8%	6%	6%	3%	8%	6%	14%
2	6%	4%	8%	7%	9%	5%	7%	6%	4%	5%	7%	6%	6%	8%	5%	7%	3%	8%	5%	7%	4%	8%
3	5%	5%	5%	5%	7%	7%	5%	5%	4%	5%	6%	3%	7%	7%	4%	9%	3%	5%	4%	9%	2%	1%
4	6%	5%	7%	10%	6%	6%	5%	4%	5%	6%	6%	5%	6%	7%	6%	6%	3%	6%	5%	7%	9%	1%
5	5%	4%	5%	8%	5%	4%	2%	4%	4%	4%	5%	5%	5%	4%	4%	5%	7%	4%	4%	5%	4%	4%
Unselected	71%	77%	67%	56%	65%	73%	76%	79%	78%	75%	68%	76%	70%	65%	77%	65%	78%	70%	78%	64%	75%	72%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Homelessness

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	6%	5%	6%	7%	2%	4%	11%	10%	6%	6%	4%	9%	10%	9%	7%	6%	3%	6%	6%	7%
2	6%	9%	7%	9%	5%	4%	5%	7%	5%	6%	3%	1%	12%	9%	7%	8%	4%	2%	6%	6%
3	5%	5%	5%	3%	6%	8%	6%	8%	2%	5%	6%	5%	2%	6%	6%	4%	6%	5%	5%	6%
4	6%	7%	5%	4%	9%	3%	8%	3%	6%	7%	5%	7%	5%	8%	7%	6%	4%	3%	6%	6%
5	5%	5%	5%	4%	3%	6%	6%	4%	2%	6%	4%	2%	7%	7%	4%	5%	3%	3%	4%	5%
Unselected	71%	70%	70%	73%	75%	74%	64%	67%	78%	71%	78%	76%	65%	62%	69%	71%	81%	82%	73%	70%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): New arrivals to the area not integrating very well

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	5%	6%	4%	6%	5%	3%	5%	7%	4%	5%	5%	6%	3%	5%	6%	4%	4%	4%	5%	3%	3%	13%
2	6%	7%	4%	5%	5%	6%	5%	5%	7%	6%	6%	6%	5%	6%	7%	5%	4%	6%	7%	6%	6%	8%
3	4%	4%	3%	5%	4%	2%	4%	5%	3%	3%	5%	5%	3%	2%	4%	3%	3%	3%	4%	3%	4%	8%
4	4%	3%	4%	6%	5%	3%	3%	2%	5%	4%	4%	4%	4%	4%	5%	3%	2%	4%	4%	4%	4%	7%
5	4%	5%	3%	4%	6%	5%	4%	3%	3%	3%	5%	5%	4%	3%	4%	5%	3%	4%	4%	5%	2%	6%
Unselected	77%	74%	81%	74%	75%	81%	78%	78%	78%	80%	75%	73%	81%	80%	75%	79%	83%	79%	76%	79%	81%	59%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): New arrivals to the area not integrating very well

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	5%	5%	2%	8%	4%	5%	5%	8%	6%	5%	4%	4%	3%	6%	6%	3%	4%	2%	5%	5%
2	6%	9%	7%	3%	6%	6%	6%	4%	2%	7%	5%	3%	2%	7%	6%	5%	4%	6%	6%	6%
3	4%	4%	4%	3%	3%	3%	5%	2%	7%	2%	2%	7%	5%	4%	3%	3%	4%	5%	3%	4%
4	4%	7%	3%	2%	3%	5%	3%	2%	4%	3%	2%	3%	16%	5%	4%	4%	3%	1%	4%	4%
5	4%	7%	3%	5%	5%	6%	4%	2%	7%	4%	3%	0%	4%	4%	5%	4%	4%	3%	4%	4%
Unselected	77%	69%	80%	79%	79%	74%	77%	82%	73%	79%	84%	82%	70%	73%	76%	80%	81%	83%	78%	76%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Poor quality local government

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	6%	7%	5%	4%	6%	5%	8%	7%	8%	7%	6%	6%	7%	4%	7%	5%	11%	6%	6%	5%	8%	9%
2	6%	7%	5%	4%	8%	6%	6%	5%	6%	7%	5%	6%	6%	6%	6%	7%	5%	6%	6%	6%	6%	7%
3	7%	6%	7%	5%	6%	7%	8%	7%	6%	8%	5%	7%	6%	7%	6%	5%	9%	7%	7%	5%	6%	8%
4	6%	7%	6%	9%	5%	6%	6%	6%	8%	5%	8%	7%	6%	6%	6%	8%	7%	5%	6%	7%	6%	10%
5	6%	6%	6%	8%	5%	6%	7%	5%	6%	6%	6%	7%	6%	5%	6%	7%	5%	6%	5%	7%	10%	11%
Unselected	69%	66%	71%	70%	69%	70%	65%	70%	67%	68%	70%	67%	68%	72%	69%	69%	63%	70%	69%	70%	65%	56%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Poor quality local government

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	6%	6%	5%	6%	6%	6%	3%	6%	12%	6%	7%	5%	11%	5%	5%	8%	8%	6%	6%	7%
2	6%	4%	5%	4%	5%	4%	7%	8%	8%	10%	7%	8%	0%	6%	7%	5%	5%	6%	6%	7%
3	7%	8%	4%	6%	6%	7%	4%	7%	7%	6%	7%	5%	24%	7%	6%	6%	8%	7%	6%	7%
4	6%	5%	5%	6%	9%	5%	9%	10%	6%	5%	5%	7%	8%	7%	5%	7%	6%	8%	7%	6%
5	6%	8%	4%	7%	4%	6%	7%	6%	0%	7%	9%	6%	9%	7%	6%	4%	7%	6%	6%	6%
Unselected	69%	70%	76%	71%	70%	72%	69%	62%	68%	67%	64%	68%	48%	67%	71%	69%	67%	68%	69%	68%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Access to higher education, further education, or training opportunities

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	3%	3%	4%	7%	6%	5%	3%	1%	0%	3%	4%	3%	4%	4%	3%	5%	2%	4%	3%	5%	3%	2%
2	4%	4%	4%	3%	6%	6%	4%	3%	2%	4%	4%	4%	4%	4%	3%	6%	1%	4%	3%	5%	3%	1%
3	4%	4%	4%	5%	5%	7%	3%	4%	3%	4%	5%	4%	4%	5%	3%	5%	4%	4%	3%	5%	6%	1%
4	4%	4%	5%	5%	4%	5%	5%	2%	3%	4%	4%	3%	6%	3%	4%	5%	5%	2%	4%	5%	6%	5%
5	4%	5%	4%	5%	4%	3%	5%	4%	4%	4%	5%	4%	5%	4%	4%	4%	6%	5%	4%	5%	6%	3%
Unselected	80%	80%	79%	74%	75%	74%	80%	86%	88%	81%	78%	83%	76%	82%	83%	75%	82%	82%	83%	75%	76%	88%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Access to higher education, further education, or training opportunities

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	3%	3%	2%	3%	2%	7%	5%	3%	2%	4%	3%	5%	3%	5%	4%	5%	2%	2%	3%	4%
2	4%	5%	4%	1%	5%	3%	5%	3%	7%	4%	5%	5%	2%	5%	4%	2%	4%	4%	5%	3%
3	4%	5%	3%	5%	5%	4%	5%	3%	2%	4%	6%	4%	5%	5%	4%	2%	4%	5%	4%	4%
4	4%	4%	3%	5%	2%	5%	3%	7%	2%	4%	3%	7%	8%	4%	5%	3%	4%	6%	4%	4%
5	4%	6%	4%	4%	4%	4%	2%	4%	3%	6%	5%	4%	2%	5%	4%	5%	3%	3%	5%	4%
Unselected	80%	76%	85%	82%	82%	76%	80%	80%	84%	79%	78%	75%	80%	76%	79%	83%	83%	81%	80%	80%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Poor sense of local community

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1	5%	6%	5%	6%	5%	6%	6%	5%	4%	6%	5%	5%	6%	5%	4%	6%	5%	4%	5%	6%	5%	10%
2	6%	6%	6%	6%	6%	8%	5%	6%	6%	5%	7%	5%	6%	7%	5%	5%	6%	7%	5%	5%	8%	6%
3	6%	7%	6%	8%	7%	6%	7%	7%	4%	6%	7%	6%	7%	7%	5%	8%	7%	7%	5%	8%	8%	7%
4	6%	6%	5%	5%	7%	5%	7%	5%	6%	6%	6%	5%	6%	6%	6%	6%	5%	6%	6%	5%	5%	7%
5	6%	6%	6%	4%	7%	6%	9%	5%	6%	6%	6%	7%	5%	7%	6%	6%	4%	6%	6%	5%	6%	4%
Unselected	70%	70%	71%	71%	68%	69%	66%	72%	75%	71%	70%	72%	70%	68%	74%	69%	73%	69%	72%	69%	70%	66%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

In your view, what is the biggest challenge facing your local area? (Please rank up to 5): Poor sense of local community

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1	5%	6%	7%	8%	3%	6%	6%	3%	5%	3%	6%	3%	6%	7%	5%	6%	4%	5%	5%	5%
2	6%	9%	5%	5%	1%	8%	6%	7%	6%	6%	5%	11%	6%	6%	8%	7%	4%	4%	6%	6%
3	6%	8%	5%	8%	6%	4%	6%	8%	8%	6%	7%	6%	0%	9%	8%	4%	5%	4%	5%	8%
4	6%	6%	8%	6%	5%	4%	7%	4%	3%	6%	5%	5%	8%	6%	7%	4%	5%	4%	6%	5%
5	6%	9%	6%	4%	3%	6%	7%	7%	9%	7%	4%	5%	4%	5%	6%	8%	6%	5%	6%	7%
Unselected	70%	62%	69%	70%	82%	72%	68%	72%	69%	71%	73%	70%	76%	66%	67%	71%	76%	79%	71%	69%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local MPs

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1 - Very Poor	15%	17%	14%	12%	14%	12%	18%	21%	16%	16%	15%	19%	13%	13%	13%	18%	18%	13%	12%	16%	17%	30%
2	18%	19%	18%	17%	17%	17%	26%	15%	19%	19%	18%	18%	19%	19%	17%	20%	20%	18%	17%	20%	20%	19%
3 - Neither Poor Nor well	45%	40%	49%	48%	45%	51%	40%	48%	40%	42%	48%	41%	44%	55%	43%	38%	47%	57%	43%	42%	46%	39%
4	16%	18%	15%	16%	17%	15%	13%	13%	21%	18%	14%	18%	17%	10%	21%	18%	13%	9%	22%	16%	14%	8%
5 - Very Well	5%	5%	5%	7%	7%	6%	3%	3%	5%	5%	5%	5%	7%	3%	6%	6%	3%	3%	6%	6%	2%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local MPs

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1 - Very Poor	15%	16%	13%	18%	14%	13%	15%	15%	21%	17%	14%	14%	26%	16%	13%	15%	19%	17%	15%	16%
2	18%	15%	19%	19%	15%	22%	21%	23%	24%	15%	18%	25%	13%	18%	19%	21%	18%	17%	19%	18%
3 - Neither Poor Nor well	45%	48%	44%	42%	53%	42%	39%	36%	42%	48%	46%	48%	49%	42%	48%	42%	45%	44%	43%	46%
4	16%	15%	19%	15%	15%	20%	17%	16%	10%	17%	17%	11%	12%	17%	15%	18%	14%	18%	16%	16%
5 - Very Well	5%	7%	5%	6%	4%	3%	9%	8%	3%	3%	5%	2%	0%	7%	5%	4%	4%	5%	6%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local government / local council

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1 - Very Poor	13%	14%	11%	12%	11%	10%	14%	17%	13%	12%	13%	16%	10%	11%	12%	14%	8%	12%	12%	11%	8%	34%
2	21%	22%	20%	23%	17%	19%	22%	19%	23%	23%	18%	22%	20%	19%	22%	22%	23%	16%	20%	21%	24%	28%
3 - Neither Poor Nor well	46%	43%	48%	42%	45%	48%	47%	51%	43%	44%	47%	42%	44%	56%	43%	40%	49%	57%	44%	44%	46%	31%
4	17%	17%	17%	19%	21%	19%	13%	12%	18%	17%	18%	17%	20%	13%	18%	20%	17%	13%	19%	20%	19%	3%
5 - Very Well	4%	4%	3%	5%	6%	4%	4%	1%	3%	4%	4%	4%	5%	2%	5%	4%	3%	2%	4%	4%	3%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local government / local council

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1 - Very Poor	13%	16%	10%	11%	10%	15%	10%	12%	17%	15%	12%	9%	21%	14%	12%	13%	12%	13%	12%	13%
2	21%	20%	20%	19%	22%	21%	17%	24%	30%	20%	21%	24%	14%	19%	20%	21%	25%	21%	21%	20%
3 - Neither Poor Nor well	46%	45%	46%	53%	47%	42%	51%	40%	36%	45%	46%	50%	46%	44%	47%	43%	47%	46%	45%	46%
4	17%	15%	22%	15%	18%	19%	17%	17%	14%	16%	16%	18%	13%	16%	19%	21%	13%	17%	17%	18%
5 - Very Well	4%	5%	2%	1%	3%	3%	6%	7%	3%	3%	5%	0%	5%	6%	3%	4%	3%	3%	4%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local hospitals

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1 - Very Poor	6%	6%	6%	7%	7%	5%	6%	7%	4%	5%	7%	7%	6%	5%	5%	8%	6%	5%	4%	6%	5%	11%
2	16%	14%	17%	21%	15%	13%	19%	9%	16%	16%	16%	13%	19%	15%	16%	14%	16%	15%	15%	17%	18%	
3 - Neither Poor Nor well	44%	43%	46%	42%	43%	50%	47%	48%	38%	43%	46%	41%	43%	54%	41%	40%	46%	54%	41%	45%	41%	40%
4	27%	29%	25%	22%	25%	25%	21%	32%	35%	29%	24%	29%	29%	19%	31%	27%	30%	22%	31%	26%	32%	27%
5 - Very Well	7%	8%	7%	8%	9%	8%	7%	4%	7%	7%	7%	8%	8%	4%	9%	9%	4%	3%	8%	8%	5%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local hospitals

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1 - Very Poor	6%	7%	7%	6%	7%	4%	5%	5%	8%	8%	4%	3%	4%	7%	4%	6%	6%	7%	6%	6%
2	16%	17%	18%	17%	16%	15%	16%	13%	16%	14%	9%	21%	15%	14%	16%	16%	17%	15%	15%	17%
3 - Neither Poor Nor well	44%	45%	43%	38%	46%	43%	43%	38%	47%	42%	52%	46%	67%	44%	44%	44%	45%	43%	42%	47%
4	27%	23%	25%	33%	25%	32%	24%	38%	26%	29%	28%	23%	13%	26%	29%	27%	27%	26%	30%	23%
5 - Very Well	7%	8%	8%	5%	7%	6%	12%	6%	3%	7%	9%	6%	2%	10%	7%	6%	5%	9%	7%	7%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local universities

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1 - Very Poor	5%	5%	6%	10%	7%	3%	5%	7%	3%	5%	6%	6%	4%	8%	5%	6%	3%	7%	4%	5%	4%	15%
2	12%	11%	12%	17%	13%	10%	13%	7%	10%	11%	12%	11%	11%	15%	10%	13%	11%	12%	10%	14%	13%	10%
3 - Neither Poor Nor well	53%	55%	52%	39%	51%	57%	55%	60%	56%	52%	54%	54%	50%	57%	55%	47%	54%	61%	55%	49%	52%	46%
4	22%	21%	23%	27%	21%	19%	21%	20%	23%	25%	19%	20%	27%	17%	23%	26%	27%	15%	24%	24%	22%	18%
5 - Very Well	8%	8%	8%	7%	8%	10%	6%	6%	8%	7%	8%	8%	9%	4%	7%	9%	5%	5%	7%	9%	9%	11%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local universities

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1 - Very Poor	5%	8%	6%	6%	7%	4%	4%	6%	6%	4%	4%	1%	9%	5%	4%	6%	6%	7%	5%	6%
2	12%	15%	12%	12%	10%	10%	15%	7%	11%	11%	8%	17%	3%	13%	9%	11%	14%	9%	11%	12%
3 - Neither Poor Nor well	53%	51%	59%	58%	60%	54%	47%	49%	47%	55%	44%	57%	59%	44%	54%	56%	60%	55%	54%	52%
4	22%	21%	20%	16%	19%	25%	25%	25%	31%	21%	26%	17%	25%	28%	24%	22%	14%	21%	22%	22%
5 - Very Well	8%	5%	4%	8%	4%	8%	8%	12%	5%	8%	17%	9%	3%	10%	8%	4%	6%	7%	8%	7%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local businesses

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1 - Very Poor	4%	4%	4%	6%	6%	4%	4%	3%	3%	3%	5%	5%	3%	4%	4%	5%	1%	3%	4%	5%	3%	5%
2	13%	12%	14%	17%	15%	12%	14%	11%	12%	14%	13%	11%	14%	16%	10%	17%	10%	15%	10%	16%	13%	13%
3 - Neither Poor Nor well	53%	55%	51%	42%	49%	51%	56%	61%	57%	52%	54%	53%	50%	59%	52%	47%	58%	62%	52%	49%	56%	49%
4	24%	24%	25%	27%	22%	26%	21%	23%	26%	27%	21%	25%	27%	18%	29%	23%	28%	18%	28%	23%	25%	28%
5 - Very Well	5%	5%	6%	8%	8%	6%	5%	1%	2%	4%	6%	5%	6%	3%	5%	8%	3%	2%	6%	7%	3%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local businesses

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1 - Very Poor	4%	6%	5%	2%	4%	4%	4%	3%	8%	3%	5%	2%	2%	6%	3%	4%	4%	2%	4%	4%
2	13%	16%	15%	12%	11%	10%	11%	10%	23%	16%	12%	14%	10%	14%	14%	13%	13%	13%	13%	14%
3 - Neither Poor Nor well	53%	50%	48%	59%	51%	63%	58%	53%	49%	53%	52%	53%	54%	49%	56%	55%	53%	50%	53%	53%
4	24%	22%	29%	23%	31%	19%	20%	26%	17%	23%	24%	26%	30%	24%	22%	24%	26%	29%	25%	24%
5 - Very Well	5%	6%	3%	4%	2%	5%	8%	8%	3%	5%	6%	6%	5%	8%	5%	3%	4%	6%	5%	5%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local charities

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1 - Very Poor	3%	3%	4%	4%	4%	3%	3%	3%	2%	4%	3%	4%	3%	3%	3%	4%	2%	3%	2%	4%	3%	2%
2	10%	10%	10%	18%	13%	10%	11%	7%	4%	9%	11%	8%	10%	14%	9%	10%	12%	12%	8%	10%	12%	16%
3 - Neither Poor Nor well	53%	55%	50%	42%	49%	52%	53%	60%	57%	51%	54%	54%	49%	56%	53%	47%	52%	58%	53%	49%	52%	53%
4	27%	25%	30%	27%	23%	26%	28%	26%	32%	30%	24%	27%	30%	24%	28%	29%	29%	25%	29%	29%	28%	23%
5 - Very Well	7%	7%	7%	9%	10%	8%	5%	3%	5%	6%	8%	7%	8%	4%	7%	9%	5%	3%	8%	8%	4%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local charities

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1 - Very Poor	3%	4%	3%	2%	3%	3%	5%	3%	2%	3%	3%	1%	4%	4%	2%	2%	5%	2%	3%	3%
2	10%	14%	7%	14%	9%	10%	10%	7%	17%	8%	8%	6%	15%	13%	9%	12%	8%	10%	9%	11%
3 - Neither Poor Nor well	53%	49%	51%	46%	54%	56%	54%	55%	53%	57%	51%	55%	50%	48%	56%	51%	56%	47%	52%	53%
4	27%	25%	34%	33%	28%	24%	19%	28%	25%	25%	30%	29%	24%	24%	28%	31%	26%	35%	29%	25%
5 - Very Well	7%	7%	5%	4%	6%	8%	11%	7%	3%	7%	7%	8%	8%	11%	6%	4%	5%	6%	7%	7%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local cultural institutions (for example, museums, art galleries, concert venues, zoos)

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1 - Very Poor	7%	7%	7%	8%	7%	7%	7%	7%	6%	6%	7%	8%	5%	8%	7%	7%	8%	8%	7%	6%	7%	12%
2	14%	14%	15%	20%	17%	13%	13%	12%	12%	14%	16%	12%	15%	18%	12%	16%	15%	15%	11%	17%	19%	18%
3 - Neither Poor Nor well	50%	49%	51%	44%	45%	51%	54%	51%	52%	48%	51%	51%	46%	54%	49%	46%	48%	58%	50%	48%	42%	38%
4	22%	23%	20%	20%	23%	21%	19%	24%	23%	24%	19%	22%	25%	16%	24%	22%	27%	15%	24%	21%	25%	30%
5 - Very Well	7%	7%	7%	7%	8%	8%	7%	6%	6%	7%	7%	7%	8%	4%	8%	9%	2%	4%	7%	8%	8%	3%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local cultural institutions (for example, museums, art galleries, concert venues, zoos)

	Total	Region												Which of the following best describes the area where you live					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1 - Very Poor	7%	10%	8%	1%	5%	9%	8%	4%	8%	7%	6%	8%	6%	7%	7%	7%	7%	6%	7%	7%
2	14%	15%	15%	14%	13%	14%	13%	14%	17%	14%	18%	13%	8%	16%	12%	17%	16%	11%	13%	16%
3 - Neither Poor Nor well	50%	49%	49%	57%	60%	50%	51%	48%	54%	45%	37%	56%	53%	46%	49%	49%	54%	54%	49%	50%
4	22%	18%	23%	21%	15%	19%	20%	23%	20%	28%	31%	18%	23%	20%	26%	21%	19%	22%	23%	19%
5 - Very Well	7%	8%	5%	7%	6%	9%	8%	12%	2%	5%	8%	4%	9%	11%	6%	6%	4%	7%	7%	7%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local sports clubs and sports teams

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
1 - Very Poor	4%	4%	5%	8%	7%	3%	4%	3%	2%	3%	5%	5%	3%	5%	3%	6%	2%	4%	4%	5%	2%	5%
2	11%	11%	11%	12%	12%	12%	13%	7%	12%	11%	11%	10%	12%	11%	9%	14%	12%	10%	10%	13%	13%	11%
3 - Neither Poor Nor well	52%	51%	52%	46%	48%	50%	57%	59%	51%	51%	53%	49%	48%	63%	51%	45%	50%	63%	48%	51%	48%	45%
4	27%	27%	26%	27%	27%	27%	20%	27%	31%	29%	24%	29%	28%	18%	31%	26%	33%	20%	32%	24%	30%	34%
5 - Very Well	6%	6%	6%	8%	7%	8%	6%	4%	4%	6%	7%	6%	8%	2%	7%	9%	3%	3%	7%	7%	6%	5%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

On a scale of 1 to 5 (1 being very poorly, and 5 being very well), how well do you think the following people or organisations are performing in terms of improving your local area?: Local sports clubs and sports teams

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
1 - Very Poor	4%	6%	7%	2%	2%	4%	5%	4%	4%	5%	3%	5%	1%	7%	3%	4%	4%	2%	4%	5%
2	11%	10%	11%	12%	8%	12%	14%	12%	19%	12%	12%	7%	8%	13%	9%	15%	11%	11%	12%	10%
3 - Neither Poor Nor well	52%	54%	50%	50%	59%	53%	51%	46%	48%	48%	50%	56%	61%	50%	52%	52%	52%	52%	49%	55%
4	27%	23%	26%	30%	27%	26%	24%	28%	27%	29%	26%	28%	24%	22%	30%	27%	27%	27%	28%	24%
5 - Very Well	6%	7%	6%	6%	4%	6%	7%	9%	2%	6%	8%	5%	6%	8%	5%	3%	6%	8%	6%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

If you have grown up children, have any of them gone to university/are they attending university?

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Yes	26%	29%	24%	14%	11%	12%	23%	41%	50%	28%	23%	31%	27%	14%	35%	23%	27%	15%	34%	19%	29%	34%
No	40%	39%	40%	46%	41%	49%	41%	33%	29%	34%	46%	40%	38%	41%	39%	42%	36%	39%	38%	42%	39%	40%
N/A	34%	32%	37%	40%	47%	39%	36%	26%	21%	38%	31%	29%	35%	45%	26%	35%	37%	46%	28%	39%	32%	26%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

If you have grown up children, have any of them gone to university/are they attending university?

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Yes	26%	19%	29%	31%	31%	24%	28%	23%	30%	22%	27%	25%	26%	22%	24%	28%	31%	30%	42%	5%
No	40%	42%	36%	39%	37%	37%	45%	39%	46%	41%	35%	42%	39%	40%	42%	40%	35%	40%	41%	38%
N/A	34%	39%	35%	30%	33%	39%	27%	37%	24%	36%	37%	33%	35%	38%	35%	32%	34%	30%	18%	58%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

If you have young and school age children, would you like them to go to university?

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Yes	28%	24%	32%	31%	42%	44%	31%	15%	9%	27%	30%	25%	34%	24%	26%	36%	25%	25%	24%	37%	32%	28%
No	13%	16%	11%	18%	16%	14%	14%	10%	7%	10%	16%	13%	13%	13%	11%	16%	13%	11%	12%	15%	15%	17%
Don't Know	10%	8%	11%	11%	13%	16%	10%	4%	5%	8%	12%	10%	7%	14%	8%	8%	7%	15%	9%	8%	10%	4%
N/A	49%	52%	46%	40%	28%	27%	45%	71%	79%	55%	42%	52%	45%	49%	55%	41%	55%	50%	55%	41%	44%	51%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

If you have young and school age children, would you like them to go to university?

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Yes	28%	30%	27%	20%	27%	33%	32%	26%	24%	29%	35%	20%	37%	33%	34%	25%	23%	18%	42%	9%
No	13%	11%	9%	13%	11%	10%	18%	15%	23%	15%	9%	16%	18%	14%	13%	16%	11%	12%	8%	20%
Don't Know	10%	10%	12%	13%	10%	6%	9%	7%	3%	6%	6%	21%	17%	8%	10%	10%	10%	10%	12%	6%
N/A	49%	49%	52%	54%	52%	51%	41%	51%	51%	50%	50%	43%	28%	44%	43%	48%	56%	60%	38%	64%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you think more or less people from your local area are going to university today than in previous years?

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
A lot More	12%	13%	11%	20%	13%	10%	12%	9%	9%	14%	10%	12%	15%	8%	12%	16%	15%	6%	13%	14%	13%	17%
More	29%	28%	30%	32%	26%	28%	21%	28%	38%	30%	27%	30%	29%	25%	33%	31%	30%	21%	32%	30%	34%	30%
About the Same	42%	45%	40%	32%	40%	41%	51%	48%	41%	41%	44%	42%	41%	46%	43%	34%	45%	52%	44%	37%	38%	28%
Fewer	13%	11%	15%	9%	17%	18%	14%	11%	9%	12%	14%	12%	12%	16%	10%	15%	7%	17%	9%	15%	10%	19%
A lot Fewer	4%	3%	4%	7%	4%	3%	3%	3%	2%	3%	4%	4%	3%	5%	2%	5%	2%	5%	2%	4%	5%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you think more or less people from your local area are going to university today than in previous years?

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
A lot More	12%	15%	12%	13%	8%	11%	16%	11%	13%	10%	12%	9%	12%	14%	10%	13%	9%	15%	14%	9%
More	29%	24%	26%	27%	33%	29%	32%	32%	24%	37%	27%	25%	34%	30%	30%	29%	29%	24%	29%	29%
About the Same	42%	41%	44%	44%	48%	43%	40%	37%	39%	34%	47%	54%	42%	39%	45%	40%	43%	45%	41%	44%
Fewer	13%	13%	16%	13%	10%	14%	8%	17%	16%	13%	13%	10%	12%	11%	12%	15%	16%	13%	13%	13%
A lot Fewer	4%	6%	2%	4%	1%	3%	4%	4%	8%	6%	2%	2%	0%	5%	3%	3%	3%	3%	3%	4%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the role of universities, which is closest to you view?

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Universities should primarily focus on education young adults, around the ages of 18 to 21	33%	38%	28%	25%	32%	27%	34%	38%	38%	36%	29%	36%	37%	18%	43%	31%	30%	21%	40%	28%	35%	46%
Universities should primarily focus on educating adults of all ages	51%	48%	54%	56%	49%	53%	49%	51%	51%	52%	51%	51%	50%	55%	45%	56%	62%	52%	46%	59%	57%	41%
Don't Know	16%	14%	18%	18%	19%	20%	17%	11%	12%	12%	20%	14%	13%	27%	12%	14%	9%	27%	13%	13%	9%	13%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about the role of universities, which is closest to you view?

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Universities should primarily focus on education young adults, around the ages of 18 to 21	33%	29%	37%	35%	37%	35%	25%	34%	31%	32%	28%	30%	43%	30%	33%	33%	34%	39%	39%	24%
Universities should primarily focus on educating adults of all ages	51%	53%	51%	47%	49%	52%	54%	51%	54%	54%	59%	38%	44%	53%	52%	55%	51%	43%	49%	55%
Don't Know	16%	19%	12%	18%	14%	14%	21%	14%	15%	13%	14%	32%	12%	18%	15%	12%	15%	18%	12%	21%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about people who grow up in your area who go to university, and who then might move away to live somewhere else for work after graduating from university, which of these would you prefer?

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
I would prefer young people to return to their local area after University	42%	45%	39%	42%	37%	39%	41%	43%	49%	41%	43%	47%	42%	31%	45%	46%	42%	31%	46%	44%	35%	52%
I would prefer young people to move away after University	18%	18%	18%	27%	23%	20%	15%	14%	12%	17%	19%	17%	20%	17%	16%	23%	19%	14%	17%	20%	22%	24%
Don't Know	40%	37%	43%	31%	40%	41%	44%	44%	39%	42%	38%	36%	37%	52%	38%	32%	39%	54%	37%	36%	43%	24%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about people who grow up in your area who go to university, and who then might move away to live somewhere else for work after graduating from university, which of these would you prefer?

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
I would prefer young people to return to their local area after University	42%	37%	41%	44%	39%	39%	38%	41%	47%	42%	50%	47%	57%	42%	40%	42%	46%	41%	46%	37%
I would prefer young people to move away after University	18%	20%	18%	15%	18%	20%	18%	19%	16%	22%	12%	18%	19%	18%	19%	23%	15%	17%	18%	18%
Don't Know	40%	43%	41%	41%	43%	42%	44%	40%	37%	36%	39%	35%	23%	40%	41%	35%	39%	41%	36%	45%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following: "Students are taught the right skills and knowledge at Universities to help improve their local area"

	Gender			Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Strongly Agree	9%	9%	8%	15%	10%	11%	9%	4%	5%	7%	11%	8%	11%	6%	8%	13%	9%	4%	8%	13%	9%	5%
Agree	20%	20%	20%	33%	27%	25%	18%	12%	10%	19%	22%	19%	22%	18%	18%	27%	27%	14%	19%	25%	21%	26%
Neither Agree nor Disagree	31%	30%	33%	24%	32%	33%	30%	35%	32%	30%	32%	32%	31%	31%	32%	28%	28%	35%	32%	29%	33%	25%
Disagree	20%	21%	20%	13%	14%	15%	21%	27%	31%	26%	15%	21%	20%	20%	24%	16%	24%	19%	24%	18%	20%	17%
Strongly Disagree	8%	9%	8%	6%	6%	5%	8%	11%	13%	8%	8%	11%	6%	7%	10%	8%	6%	7%	9%	7%	7%	18%
Don't Know	11%	10%	12%	9%	11%	12%	14%	12%	10%	10%	12%	9%	10%	17%	8%	8%	6%	21%	8%	9%	10%	10%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following: "Students are taught the right skills and knowledge at Universities to help improve their local area"

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Strongly Agree	9%	9%	6%	9%	6%	6%	13%	11%	6%	8%	10%	10%	9%	14%	8%	6%	5%	7%	9%	8%
Agree	20%	26%	17%	12%	21%	17%	19%	17%	18%	24%	20%	28%	21%	23%	22%	24%	13%	17%	20%	20%
Neither Agree nor Disagree	31%	29%	28%	36%	34%	27%	30%	31%	32%	36%	34%	30%	28%	28%	31%	32%	35%	33%	34%	27%
Disagree	20%	17%	27%	24%	20%	30%	18%	25%	20%	15%	17%	12%	19%	17%	20%	22%	26%	19%	20%	22%
Strongly Disagree	8%	9%	9%	9%	11%	9%	7%	6%	12%	6%	9%	6%	5%	8%	7%	4%	11%	13%	8%	9%
Don't Know	11%	11%	12%	10%	8%	11%	12%	10%	11%	11%	10%	13%	19%	10%	12%	12%	9%	10%	9%	14%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

When was the last time you visited your local University(ies)?

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Within the last six months	7%	8%	7%	12%	6%	8%	8%	7%	4%	10%	5%	6%	10%	4%	7%	10%	14%	3%	6%	9%	12%	5%
Within the last year	9%	8%	10%	18%	12%	13%	7%	4%	4%	10%	9%	8%	12%	7%	9%	14%	10%	5%	9%	13%	11%	5%
Within the last 2 to 5 years	19%	19%	19%	20%	24%	19%	15%	20%	16%	20%	18%	18%	21%	17%	16%	23%	22%	14%	18%	22%	15%	23%
Never	36%	38%	35%	24%	32%	36%	45%	35%	42%	32%	41%	39%	32%	41%	39%	30%	34%	44%	37%	33%	36%	26%
N/A - Do not have a local university	17%	16%	18%	13%	14%	12%	18%	21%	24%	18%	16%	20%	14%	18%	20%	14%	11%	19%	21%	15%	11%	18%
Don't know	11%	10%	11%	12%	11%	13%	8%	12%	10%	11%	11%	9%	11%	13%	10%	9%	9%	15%	9%	9%	14%	23%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

When was the last time you visited your local University(ies)?

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Within the last six months	7%	9%	8%	3%	4%	8%	11%	6%	7%	5%	13%	6%	2%	13%	7%	6%	5%	4%	7%	8%
Within the last year	9%	10%	8%	5%	3%	10%	13%	8%	12%	13%	10%	9%	19%	12%	9%	13%	5%	8%	10%	9%
Within the last 2 to 5 years	19%	16%	20%	16%	15%	21%	25%	25%	15%	22%	17%	17%	13%	20%	21%	20%	16%	16%	21%	16%
Never	36%	36%	34%	42%	52%	30%	29%	32%	44%	37%	31%	38%	33%	33%	40%	32%	37%	42%	36%	38%
N/A - Do not have a local university	17%	20%	21%	25%	14%	16%	10%	17%	9%	13%	19%	21%	11%	10%	15%	16%	27%	19%	17%	17%
Don't Know	11%	9%	8%	10%	13%	15%	11%	12%	12%	10%	10%	9%	21%	11%	9%	14%	10%	12%	9%	12%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which, if any, of the following do you think are the main responsibilities of your local University(ies) to do for people living in your local area? You may select up to three

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Inspire school children to think about their future and stay in education	25%	24%	26%	20%	19%	25%	24%	34%	29%	26%	24%	25%	26%	24%	27%	23%	30%	26%	25%	24%	35%	21%
Provide access to night school for people that can't attend full-time study	20%	19%	21%	17%	16%	21%	18%	24%	25%	22%	18%	21%	20%	18%	22%	19%	23%	17%	22%	19%	22%	17%
Develop closer links with local schools and colleges	20%	22%	19%	15%	19%	21%	17%	28%	21%	23%	17%	19%	23%	15%	21%	22%	23%	15%	20%	22%	19%	23%
Hold open lectures and events that anyone can attend for free	18%	16%	20%	17%	16%	18%	19%	18%	19%	20%	15%	15%	21%	17%	17%	20%	20%	16%	15%	21%	20%	20%
Do as much as they can to attract local students	18%	17%	18%	19%	16%	16%	19%	17%	19%	17%	18%	18%	18%	15%	18%	18%	19%	15%	18%	18%	26%	16%
Promote local graduates (i.e. those living in the local area) to local employers looking for staff	17%	17%	18%	13%	19%	16%	16%	18%	20%	20%	15%	18%	19%	13%	19%	17%	18%	14%	18%	19%	18%	14%
Hold open days for local people (i.e. to find out more about what is happening at the university)	16%	14%	18%	26%	14%	16%	15%	14%	13%	16%	16%	16%	16%	15%	15%	20%	13%	13%	17%	19%	11%	21%
Come up with ideas and discoveries that have an impact on the lives of the people in your local area	13%	15%	11%	15%	15%	14%	12%	14%	12%	14%	13%	14%	15%	9%	14%	15%	17%	9%	14%	15%	18%	18%
Provide sports and leisure facilities for use by local people	13%	12%	13%	17%	11%	13%	13%	12%	12%	14%	12%	12%	12%	16%	11%	12%	17%	14%	11%	13%	15%	26%
Advertise jobs at the university more widely to the local community	12%	10%	14%	12%	15%	12%	11%	13%	8%	11%	12%	12%	13%	8%	14%	13%	10%	8%	13%	13%	6%	7%
Provide access to libraries to local people	11%	11%	10%	10%	13%	12%	10%	9%	10%	10%	11%	10%	11%	10%	9%	13%	10%	10%	10%	11%	11%	9%
Prioritise local businesses when purchasing goods and services	10%	10%	10%	11%	10%	10%	7%	10%	12%	11%	9%	10%	11%	7%	12%	10%	11%	6%	11%	10%	12%	6%
Other (Please Specify)	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%
Don't know	14%	13%	14%	11%	13%	15%	16%	11%	14%	11%	16%	13%	10%	21%	13%	10%	10%	22%	14%	10%	7%	5%
Not applicable - I don't think my local university(ies) have a responsibility to do anything in particular for the people living in my local area	10%	11%	9%	6%	8%	6%	13%	10%	15%	9%	11%	12%	7%	10%	10%	8%	7%	14%	11%	8%	5%	12%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Which, if any, of the following do you think are the main responsibilities of your local University(ies) to do for people living in your local area? You may select up to three

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Inspire school children to think about their future and stay in education	25%	24%	27%	29%	23%	25%	21%	24%	22%	25%	32%	22%	29%	27%	23%	23%	29%	27%	28%	23%
Provide access to night school for people that can't attend full-time study	20%	18%	21%	21%	25%	19%	19%	16%	21%	24%	21%	18%	10%	18%	19%	21%	22%	24%	21%	18%
Develop closer links with local schools and colleges	20%	18%	16%	18%	20%	24%	22%	20%	25%	19%	29%	12%	29%	20%	22%	18%	20%	19%	22%	18%
Hold open lectures and events that anyone can attend for free	18%	15%	21%	16%	19%	13%	21%	19%	10%	18%	18%	17%	22%	17%	20%	22%	14%	17%	17%	19%
Do as much as they can to attract local students	18%	18%	14%	10%	18%	25%	15%	18%	17%	20%	20%	22%	20%	17%	19%	15%	15%	23%	19%	16%
Promote local graduates (i.e. those living in the local area) to local employers looking for staff	17%	17%	16%	16%	14%	21%	20%	15%	15%	21%	19%	20%	10%	16%	20%	18%	17%	14%	19%	16%
Hold open days for local people (i.e. to find out more about what is happening at the university)	16%	16%	16%	15%	15%	20%	15%	17%	11%	17%	17%	15%	14%	20%	17%	15%	12%	13%	17%	14%
Come up with ideas and discoveries that have an impact on the lives of the people in your local area	13%	12%	13%	14%	10%	12%	13%	14%	17%	14%	14%	14%	18%	14%	14%	12%	11%	17%	14%	12%
Provide sports and leisure facilities for use by local people	13%	15%	15%	12%	9%	13%	7%	20%	8%	14%	13%	10%	9%	13%	13%	13%	11%	14%	12%	13%
Advertise jobs at the university more widely to the local community	12%	14%	11%	8%	12%	11%	16%	10%	21%	11%	11%	8%	3%	13%	12%	8%	11%	14%	12%	11%
Provide access to libraries to local people	11%	11%	14%	11%	8%	7%	11%	9%	7%	12%	12%	8%	15%	13%	9%	11%	9%	12%	9%	13%
Prioritise local businesses when purchasing goods and services	10%	10%	11%	10%	12%	6%	11%	7%	7%	13%	10%	7%	12%	10%	10%	11%	10%	9%	10%	9%
Other (Please Specify)	0%	1%	0%	2%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%
Don't know	14%	15%	13%	19%	14%	17%	14%	15%	17%	11%	7%	13%	9%	12%	14%	12%	15%	12%	12%	15%
Not applicable - I don't think my local university(ies) have a responsibility to do anything in particular for the people living in my local area	10%	8%	12%	9%	12%	10%	8%	12%	11%	8%	10%	17%	2%	6%	8%	10%	16%	11%	10%	11%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following: "Universities should play a bigger role in supporting your local area"

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Strongly Agree	18%	19%	16%	25%	17%	16%	18%	18%	15%	17%	18%	17%	20%	14%	17%	23%	21%	11%	16%	22%	19%	24%
Agree	41%	41%	41%	35%	45%	41%	40%	42%	42%	43%	39%	40%	45%	36%	42%	43%	46%	36%	41%	45%	40%	36%
Neither Agree Nor Disagree	35%	34%	36%	28%	34%	36%	39%	36%	38%	34%	37%	37%	30%	42%	36%	27%	29%	46%	37%	27%	33%	39%
Disagree	5%	5%	5%	11%	4%	6%	4%	4%	3%	5%	5%	4%	5%	7%	4%	6%	4%	5%	5%	6%	8%	1%
Strongly Disagree	1%	1%	1%	2%	1%	1%	0%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following: "Universities should play a bigger role in supporting your local area"

	Total	Region												Which of the following best describes the area where you live					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Strongly Agree	18%	23%	17%	12%	12%	21%	18%	16%	16%	18%	23%	14%	18%	25%	17%	14%	13%	18%	19%	17%
Agree	41%	38%	44%	40%	47%	40%	42%	43%	35%	40%	42%	43%	24%	41%	43%	44%	40%	36%	45%	36%
Neither Agree Nor Disagree	35%	32%	34%	41%	36%	34%	35%	32%	45%	37%	28%	38%	48%	27%	36%	37%	40%	41%	33%	38%
Disagree	5%	5%	5%	5%	4%	5%	4%	7%	5%	4%	5%	4%	9%	5%	4%	5%	5%	5%	3%	8%
Strongly Disagree	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	2%	1%	0%	1%	1%	0%	2%	1%	1%	1%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about ways to improve your local area, and provide services for your local community, which of the follow statement is closest to your view?

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Government should fund and deliver these services	23%	26%	21%	21%	24%	25%	25%	25%	21%	22%	25%	24%	26%	16%	20%	31%	18%	17%	19%	31%	18%	25%
Government should fund these services but deliver them in partnership with other organisations like universities, colleges, charities, local businesses or cultural organisations like museums, galleries, etc.	50%	49%	52%	52%	50%	47%	50%	49%	54%	54%	46%	50%	54%	44%	50%	52%	66%	44%	52%	50%	65%	49%
Other, non-government, organisations like universities, colleges, charities, local businesses or cultural organisations like museums, galleries, etc, should fund and deliver these services,	9%	9%	9%	10%	8%	9%	7%	10%	10%	9%	9%	10%	7%	10%	13%	5%	9%	8%	13%	6%	7%	19%
Don't Know	17%	16%	19%	17%	19%	20%	18%	17%	15%	16%	20%	15%	13%	30%	16%	12%	6%	30%	16%	14%	11%	7%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about ways to improve your local area, and provide services for your local community, which of the follow statement is closest to your view?

	Total	Region													Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No	
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808	
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825	
Government should fund and deliver these services	23%	25%	21%	18%	24%	21%	22%	26%	20%	25%	24%	25%	28%	29%	23%	19%	20%	25%	25%	21%	
Government should fund these services but deliver them in partnership with other organisations like universities, colleges, charities, local businesses or cultural organisations like museums, galleries, etc.	50%	49%	53%	49%	48%	54%	47%	50%	48%	49%	53%	48%	57%	48%	50%	57%	53%	45%	51%	50%	
Other, non-government, organisations like universities, colleges, charities, local businesses or cultural organisations like museums, galleries, etc, should fund and deliver these services,	9%	5%	12%	11%	12%	8%	8%	10%	9%	9%	8%	10%	6%	6%	9%	10%	10%	13%	8%	10%	
Don't Know	17%	21%	14%	22%	16%	17%	23%	14%	22%	17%	14%	17%	8%	17%	18%	14%	17%	17%	16%	20%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about specific things that a university working in partnership with others could do to improve your local area, which of the follow ideas do you support? You may select up to three

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Encouraging universities to employ local people for their operations and facilities	27%	26%	28%	21%	23%	22%	27%	33%	35%	29%	25%	31%	26%	22%	32%	26%	25%	21%	33%	26%	28%	30%
Encourage staff and students who are graduating as teachers, doctors, social workers, nurses to work and study in their local area	27%	24%	29%	27%	22%	25%	23%	28%	35%	28%	25%	29%	25%	25%	32%	26%	25%	22%	31%	27%	20%	33%
Encouraging staff and students to carry out projects and research into how to improve the local area	25%	26%	24%	25%	22%	22%	22%	27%	30%	26%	23%	26%	26%	21%	28%	23%	29%	22%	27%	26%	22%	24%
Encouraging universities to buy as many services and goods from local suppliers in the local economy	24%	26%	23%	20%	18%	23%	23%	33%	30%	27%	22%	28%	25%	16%	28%	24%	24%	20%	29%	23%	20%	25%
Encouraging universities to offer advice, mentoring, and incentives for local businesses to grow	20%	19%	20%	16%	23%	18%	17%	21%	21%	20%	18%	20%	20%	19%	21%	19%	23%	19%	19%	20%	26%	26%
Encouraging more students to study at their local universities with more generous A Level offers	17%	16%	18%	17%	20%	18%	15%	18%	13%	17%	17%	17%	18%	16%	15%	20%	18%	15%	16%	20%	16%	19%
Encouraging local universities to put new facilities and in and around high streets in town centres	17%	16%	17%	17%	18%	16%	23%	16%	12%	19%	14%	16%	19%	13%	15%	19%	19%	15%	17%	17%	19%	17%
Encouraging staff and students to undertake a sustained period of volunteering in local services	17%	17%	17%	22%	16%	19%	11%	14%	19%	17%	16%	16%	18%	14%	15%	21%	20%	11%	16%	21%	19%	18%
Encourage universities to fund local civic projects like galleries and museums and sports facilities	16%	17%	15%	19%	18%	18%	16%	11%	12%	17%	15%	13%	19%	16%	15%	19%	16%	14%	14%	18%	19%	17%
Don't Know	16%	16%	16%	14%	14%	14%	21%	16%	16%	13%	19%	15%	14%	22%	14%	12%	14%	27%	13%	12%	13%	11%
None of the above	6%	7%	5%	3%	4%	7%	6%	7%	6%	6%	6%	6%	4%	7%	6%	4%	8%	7%	4%	3%	1%	

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about specific things that a university working in partnership with others could do to improve your local area, which of the follow ideas do you support? You may select up to three

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Encouraging universities to employ local people for their operations and facilities	27%	27%	30%	26%	28%	33%	27%	26%	15%	30%	27%	18%	23%	25%	29%	21%	32%	28%	28%	26%
Encourage staff and students who are graduating as teachers, doctors, social workers, nurses to work and study in their local area	27%	21%	26%	23%	26%	29%	23%	29%	35%	31%	29%	34%	25%	25%	28%	25%	26%	34%	29%	24%
Encouraging staff and students to carry out projects and research into how to improve the local area	25%	27%	29%	24%	19%	30%	21%	26%	17%	24%	30%	22%	17%	27%	22%	27%	26%	23%	24%	26%
Encouraging universities to buy as many services and goods from local suppliers in the local economy	24%	19%	23%	29%	27%	25%	25%	22%	26%	28%	28%	24%	19%	22%	25%	22%	30%	25%	28%	19%
Encouraging universities to offer advice, mentoring, and incentives for local businesses to grow	20%	15%	23%	18%	16%	18%	26%	23%	25%	16%	21%	13%	22%	19%	19%	20%	22%	20%	21%	18%
Encouraging more students to study at their local universities with more generous A Level offers	17%	18%	15%	17%	13%	17%	15%	19%	16%	17%	20%	19%	20%	18%	18%	17%	14%	18%	19%	14%
Encouraging local universities to put new facilities and in and around high streets in town centres	17%	15%	18%	9%	19%	13%	19%	22%	13%	17%	22%	11%	22%	18%	17%	20%	13%	19%	17%	17%
Encouraging staff and students to undertake a sustained period of volunteering in local services	17%	17%	20%	12%	17%	12%	23%	16%	15%	16%	18%	13%	7%	19%	16%	18%	16%	14%	16%	17%
Encourage universities to fund local civic projects like galleries and museums and sports facilities	16%	19%	13%	10%	13%	17%	14%	19%	9%	20%	17%	18%	19%	17%	17%	16%	15%	13%	16%	16%
Don't Know	16%	17%	14%	20%	17%	20%	17%	17%	25%	12%	8%	18%	16%	14%	17%	13%	16%	18%	15%	17%
None of the above	6%	5%	5%	11%	6%	5%	4%	3%	2%	6%	7%	8%	2%	6%	5%	7%	6%	5%	5%	6%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about things to do for local young people, would you support a university offering local services and facilities specifically for young people, with students working in this service as part of their degrees?

	Total	Gender		Age						Social Grade		EU 2016 Vote			2017				VI/2019 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	2006	909	1089	178	488	345	340	282	373	1158	837	808	880	318	644	632	169	340	710	604	201	73
Weighted	2006	979	1019	280	342	342	342	280	420	1055	940	830	766	410	646	610	114	480	725	585	169	69
Strongly support	16%	17%	16%	17%	15%	14%	17%	18%	17%	18%	15%	16%	18%	14%	15%	19%	20%	12%	15%	20%	16%	18%
Support	45%	44%	46%	40%	43%	45%	43%	44%	50%	48%	41%	47%	48%	34%	48%	48%	50%	36%	46%	46%	52%	58%
Neither Support nor Oppose	26%	29%	24%	28%	28%	28%	28%	26%	23%	24%	30%	26%	24%	32%	26%	24%	19%	34%	27%	25%	25%	16%
Oppose	2%	2%	2%	6%	4%	1%	1%	2%	1%	2%	3%	3%	2%	2%	2%	3%	4%	1%	3%	2%	2%	3%
Strongly Oppose	1%	1%	1%	2%	2%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	3%
Don't Know	9%	8%	10%	6%	8%	11%	10%	10%	8%	8%	10%	8%	6%	17%	8%	6%	6%	15%	8%	6%	4%	2%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Thinking about things to do for local young people, would you support a university offering local services and facilities specifically for young people, with students working in this service as part of their degrees?

	Total	Region												Which of the following best describes the area where you					Do you have children?	
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	Urban/City	Suburbs	Large Town	Small town/village	Rural	Yes	No
Unweighted	2006	267	276	139	183	145	187	168	89	238	175	101	38	500	591	281	437	185	1180	808
Weighted	2006	282	272	160	180	140	180	160	80	222	170	100	60	497	583	281	432	198	1163	825
Strongly support	16%	18%	16%	18%	15%	16%	18%	18%	14%	14%	17%	16%	13%	17%	16%	18%	16%	14%	18%	14%
Support	45%	40%	48%	37%	45%	45%	43%	46%	45%	49%	54%	40%	40%	42%	50%	44%	42%	44%	47%	41%
Neither Support nor Oppose	26%	29%	24%	31%	29%	27%	23%	25%	27%	24%	22%	30%	34%	27%	23%	25%	29%	29%	26%	27%
Oppose	2%	4%	2%	2%	2%	1%	3%	2%	2%	3%	1%	3%	5%	2%	2%	4%	2%	2%	1%	4%
Strongly Oppose	1%	1%	2%	0%	0%	2%	0%	1%	2%	2%	0%	2%	0%	2%	0%	1%	1%	1%	1%	2%
Don't Know	9%	8%	9%	12%	9%	9%	13%	8%	10%	8%	6%	10%	8%	10%	8%	8%	9%	10%	7%	11%

Fieldwork: 10th - 17th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote