

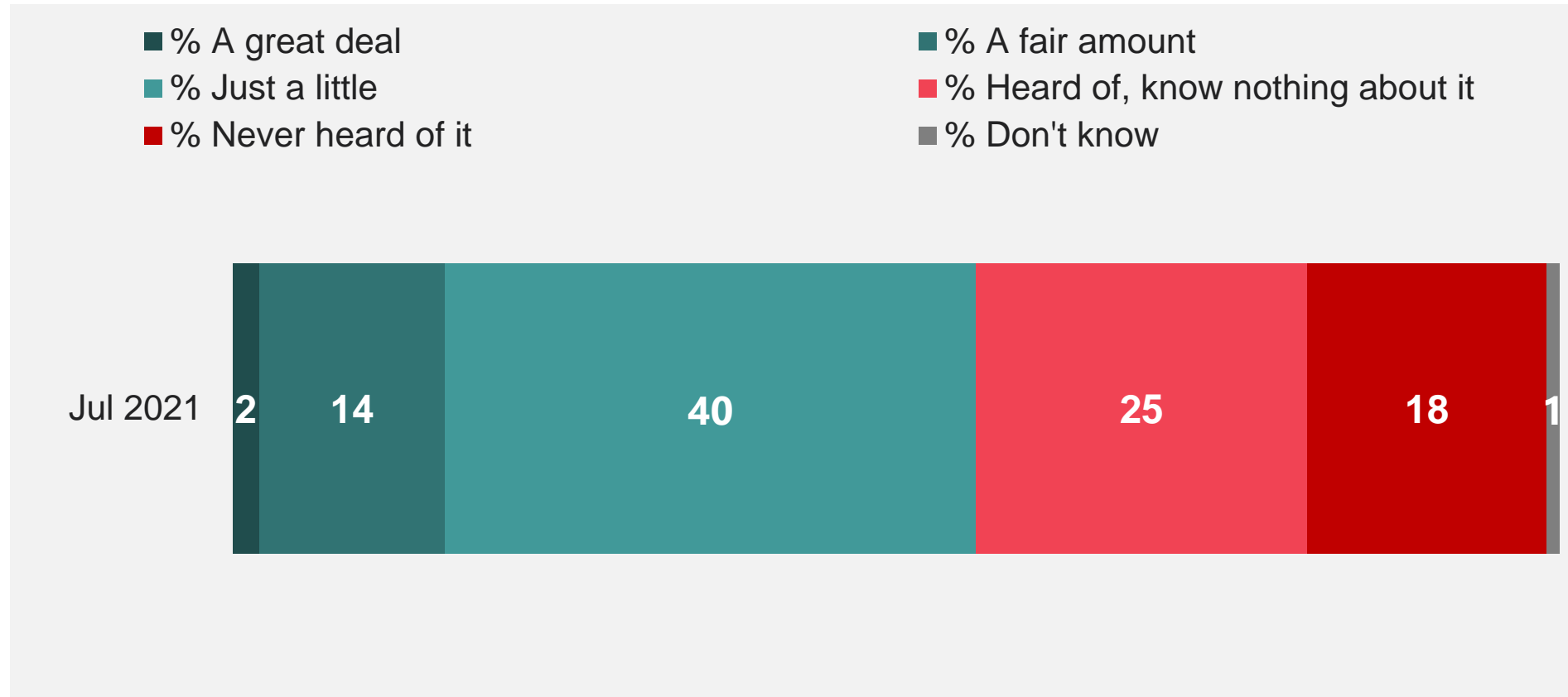
Levelling Up



September 2021

Two-fifths of the general public know nothing about the levelling up agenda

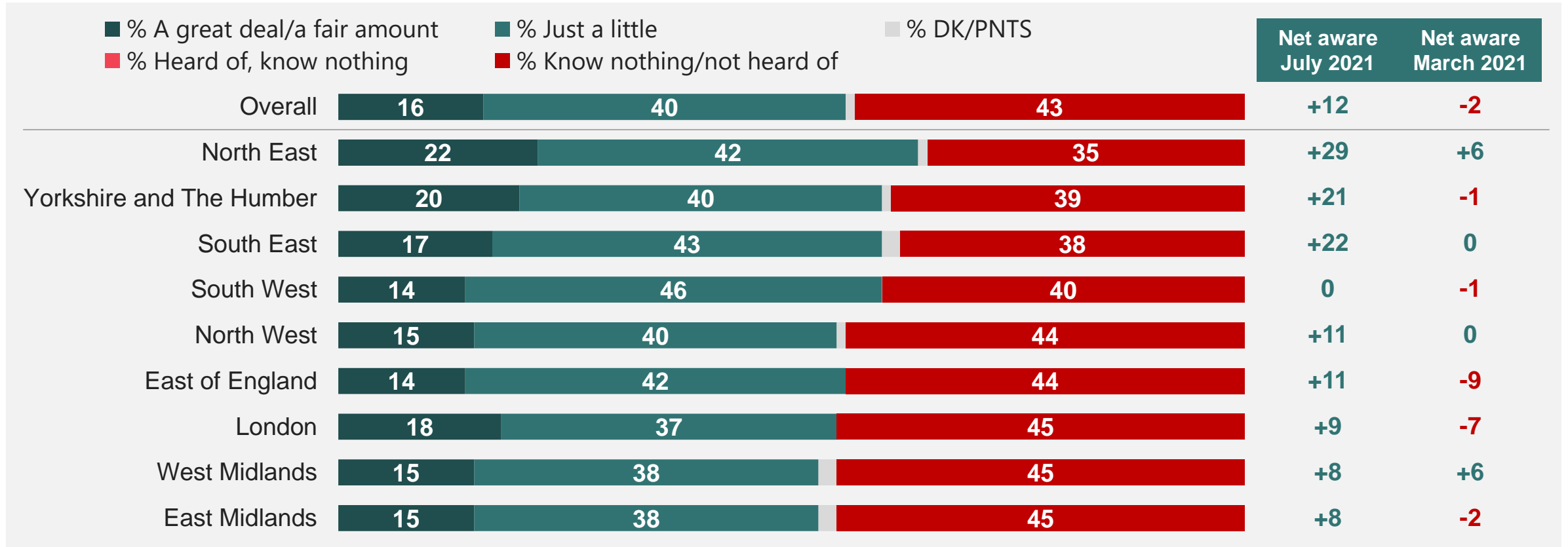
How much, if anything, would you say you know about the current UK government's 'levelling up' strategy



Base: All aged 18-65 in UK Wave 19 (9877)
Methodology: The KnowledgePanel (Wave 19)
Fieldwork dates: Wave 19: 22-28 July

Awareness of the government's levelling up strategy, is still fairly high level

How much, if anything, would you say you know about each of the following?
The current government's 'levelling up' strategy



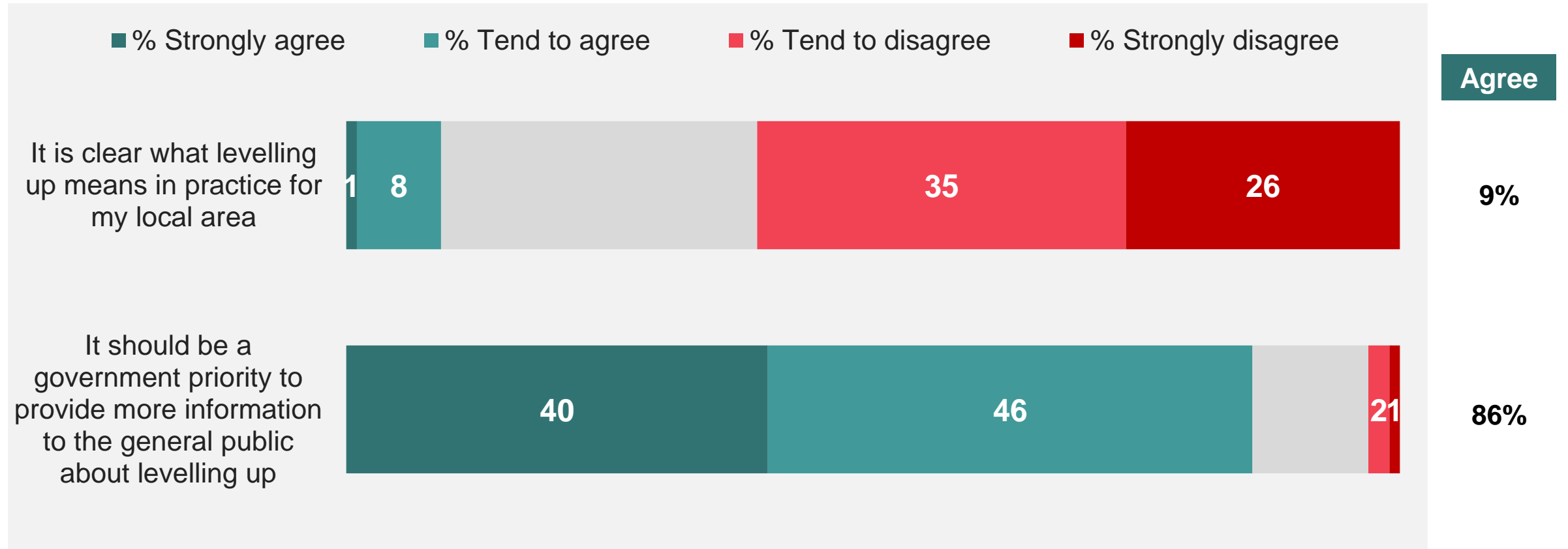
Base: All aged 18-65 in UK Wave 19/Wave 9 (9877/3084); North East (299/127); North West (901/397); Yorkshire and the Humber (666/309); East Midlands (597/300); West Midlands (631/266); East of England (783/366) South East (1144/592); South West (814/402); London (781/325)

Methodology: The KnowledgePanel (Wave 19/Wave 9)

Fieldwork dates: Wave 19: 22-28 July 2021/Wave 9: 4-10 March 2021

There is a clear appetite for more information

To what extent do you agree or disagree with the following statements about the UK government's levelling up agenda?



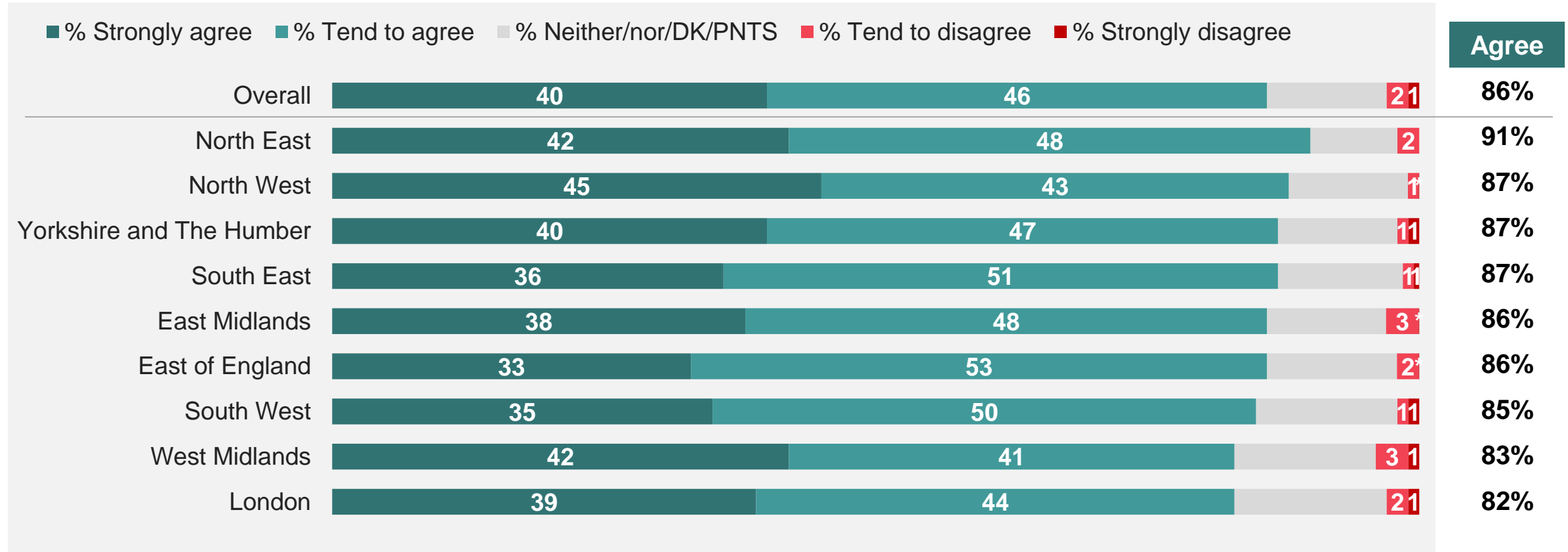
Base: All aged 18-65 in UK (9875)

Methodology: The KnowledgePanel (Wave 19)

Fieldwork dates: 22-28 July 2021

There is significant support for the Government explaining what it means by 'levelling up' to the public

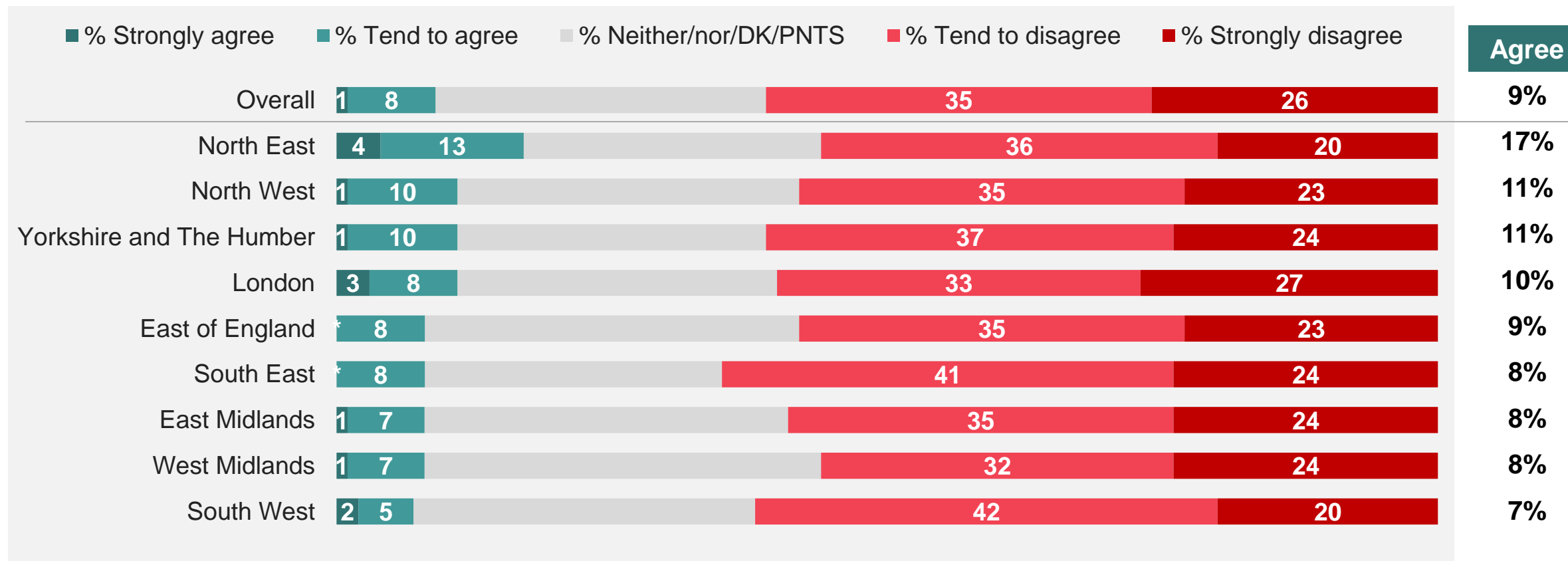
To what extent do you agree or disagree with the following statements about the UK government's levelling up agenda?
It should be a government priority to provide more information to the general public about levelling up



Base: All participants in UK (9877); North East (299); North West (901); Yorkshire and the Humber (666); East Midlands (597); West Midlands (631); East of England (783) South East (1144); South West (814); London (781)
Methodology: The KnowledgePanel (Wave 19) (Online)
Fieldwork dates: 22-28 July 2021

And what that means for where we live

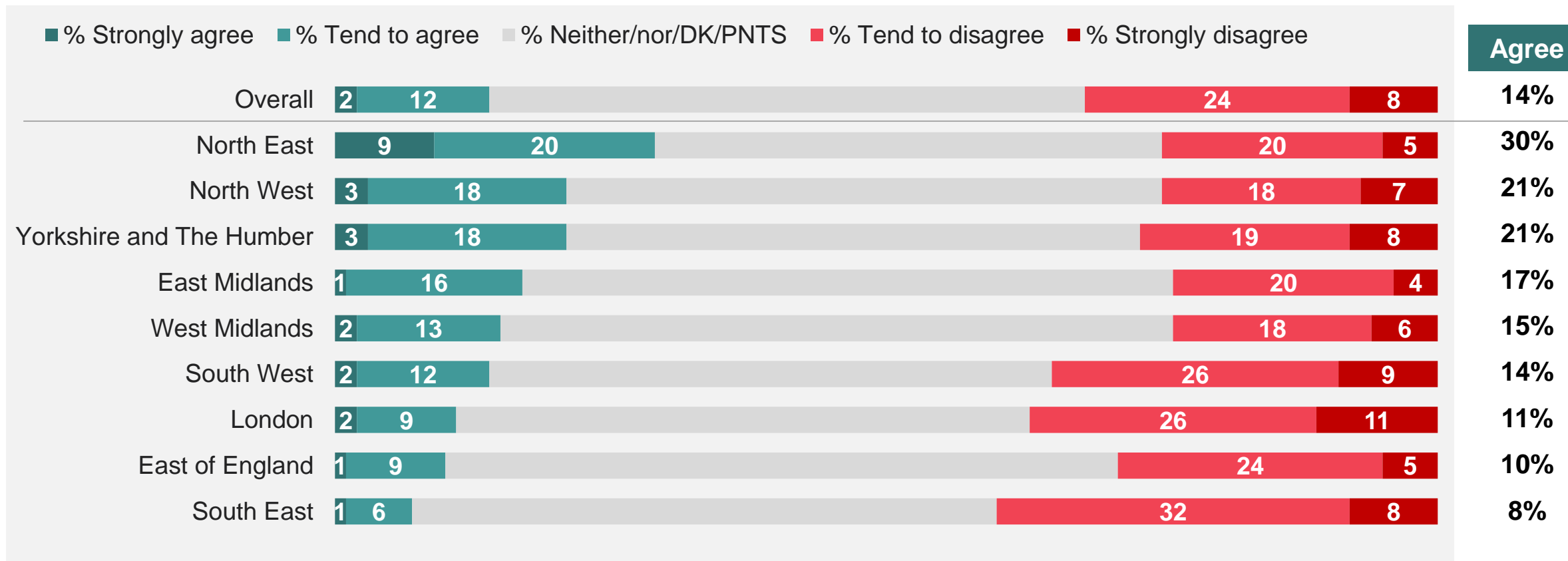
To what extent do you agree or disagree with the following statement about the UK government's levelling up agenda?
It is clear what levelling up means in practice for my local area



Base: All participants in UK (9875); North East (299); North West (901); Yorkshire and the Humber (666); East Midlands (597); West Midlands (630); East of England (783) South East (1144); South West (814); London (780)
Methodology: The KnowledgePanel (Wave 19) (Online)
Fieldwork dates: 22-28 July 2021

Expectations are 'muted', although higher in the North

To what extent do you agree or disagree with the following statements about the UK government's levelling up agenda?
The levelling up agenda will have a significant impact on my local area



Base: All participants in UK (9852); North East (298); North West (898); Yorkshire and the Humber (663); East Midlands (596); West Midlands (628); East of England (780) South East (1142); South West (814); London (779)
Methodology: The KnowledgePanel (Wave 19) (Online)
Fieldwork dates: 22-28 July 2021

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