

# LEVELLING UP



## Ipsos Levelling Up Index

Public opinion

July 2022

# Executive Summary (1)



In February 2022, the Department for Levelling Up, Housing and Communities (DLUHC) published the White Paper *Levelling Up the United Kingdom*.

**These are the results of Ipsos' Levelling Up Index, designed to track public perceptions against each of the 12 missions within the White Paper.**

In February, we asked 4,162 members of the public on Ipsos' online random probability UK KnowledgePanel about their perceptions of Levelling Up, what they would prioritise to address the inequalities in their local areas, and their attitudes, opinions and behaviours against each of the missions. This has enabled us to create a score for each mission and to put the results into context.

**The general public feel that there is an imbalance in Government spending at a local level**, particularly in Wales, Northern Ireland and the North of England, and also in rural and post-industrial areas. So whilst

awareness of the Government's Levelling Up strategy is increasing slowly, many are sceptical that it will make a positive impact on regional inequalities over the coming years.

**For their local areas, the public prioritise reducing crime, improving mental health and wellbeing, and increasing wages and job opportunities.**

However, priorities vary by geography, with public transport a greater priority for residents in the South West and North West of England, wages and jobs for residents in the North East, and crime for residents in London and the West Midlands.

**Overall, the baseline Index scores are most positive for the missions on internet provision, primary schools, wellbeing and life expectancy, and most negative for devolution, R&D investment, crime and homes.**

**Analysis by deprivation highlights the inequalities which the missions seek to address**, for example pride in place scores +55 in the *least* deprived areas vs. +9 in the *most* deprived. Similarly, the score for the pay, employment and productivity mission ranges from +36 in the least deprived areas to -5 in the most deprived.

# Executive Summary (2)



Although on several missions rural areas are happier, **the biggest gaps are where rural areas may feel naturally disadvantaged, namely their Index scores on public transport and internet provision which are much worse than in urban areas.**

**There are also clear regional differences. Economic missions** such as pay and employment, investment and skills tend to have a lower Index score in the North of England (particularly the North East, which also scores lowest on the **pride in place** measure), and also in Wales, while perceptions of investment are also slightly lower in Scotland and Northern Ireland.

Index scores for **public transport** are lower in Northern Ireland and Wales, and also the South West, West Midlands and Yorkshire. London, meanwhile, scores lower

than average Index scores in the missions for **crime and homes.**

**There is a similar pattern when looking at different types of area (using the ONS area classification groupings).** The Services and Industrial Legacy grouping in **traditional mining areas** also scores lower across the **economic missions** of pay, employment & productivity and R&D investment, and also for **pride in place.**

The **more rural** Countryside Living areas score lower on **internet provision and public transport** (which also scores poorly in the less densely populated Town and

Country Living grouping).

The **more urban groupings** score better on public transport, but London Cosmopolitan scores lowest on homes (even though it does well on pride and place), while other metropolitan areas outside inner London have the lowest Index score on the crime mission.

**This is the first release of the Ipsos Levelling Up tracker.** Our intention is to track changes in these scores over time, as the Government's strategy and ambitions evolve.

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# Introduction







# Ipsos Levelling Up Index

The “Levelling Up” programme was a key policy commitment in the Government’s election manifesto at the last general election. It is described as:

*“a moral, social and economic programme for the whole of government”.*

The White Paper *Levelling Up the United Kingdom* was published in February 2022 by the Department for Levelling Up, Housing and Communities. It sets out how the government intends to spread opportunity more equally across the

UK, and identifies **12 missions** as specific policy objectives.

**Ipsos has devised a Levelling Up Index to measure public perceptions against each of the 12 missions within the Government’s Levelling Up White Paper.**

The Index consists of a separate score for each of the 12 missions based on a number of different questions relevant to each mission. The results have been analysed by geography and key demographic groups, allowing us to see how

performance is being judged within different areas of the country and by different groups of the population.

The intention is to track changes in these scores over time. **This is the first release of our Ipsos Levelling Up tracker.** As we learn more about the Government’s ambition, we will refine the metrics to support policy makers and to help the general public make sense of the UK’s progress towards Levelling Up.



# Overall perceptions ...





# Overall perceptions of Levelling Up and its aims

**Knowledge of the Government's Levelling Up strategy is increasing slowly among the general public but is still limited, with only 23% saying they know at least a fair amount about it.**

Across the UK, **nearly half feel that their area gets less of a share of government spending** than other areas. There are distinct regional differences in perceptions, with **people in Wales, Northern Ireland and across the North of England most likely to believe that the Westminster Government spends less** on their area than other places.

When presented with the issues the Government has identified for improvement, **the public are most likely to prioritise reducing crime, improving mental health and wellbeing, and increasing wages and job opportunities** for their own local area. There is considerable diversity in people's opinions depending on where they live. For example, increasing wages and improving job opportunities are seen as a priority in the North East whilst crime and anti-social behaviour are more of a priority in the West Midlands and London.

**The public are mostly pessimistic about the success of the Levelling Up strategy:** few believe

that the Government will make a positive difference to their area in the next few years, and a majority think it unlikely that the government's strategy will reduce inequalities within the next 20 years. Most do not believe the government cares much about their area.

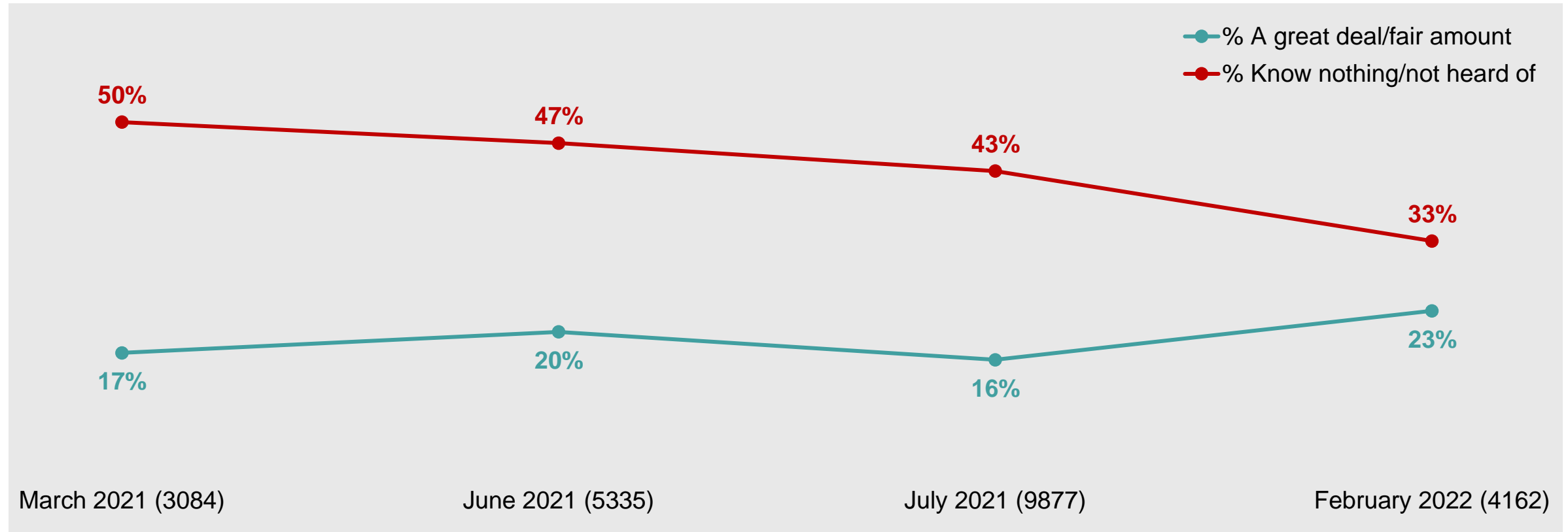
**There is a clear mandate for local decision-making** with only a small proportion dissenting, although support is stronger for devolving such power to local authorities (63%) than to elected mayors (51% in England and 45% in the rest of the UK).

The charts that follow set out these findings in more detail.



# Awareness of Levelling Up is increasing slowly, but it remains low

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

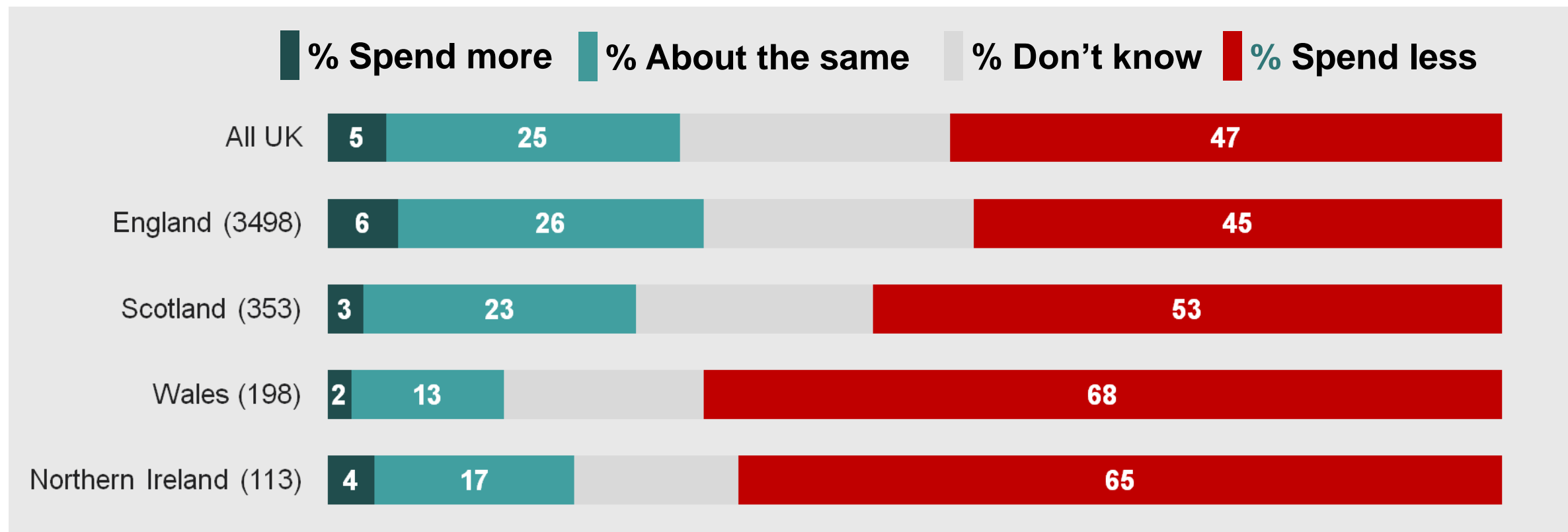


Base: All UK adults 16+  
Fieldwork dates: 17-23 February 2022



# Perceived imbalance in government spending more acutely felt by residents in the devolved nations

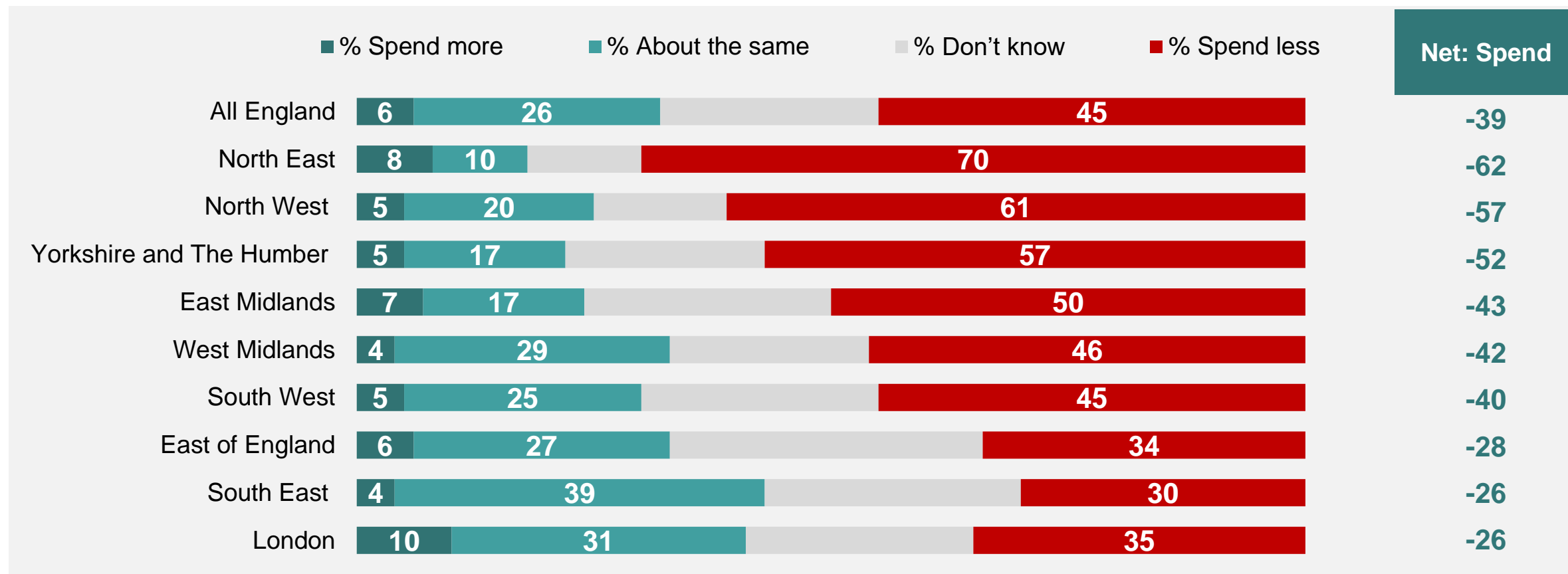
In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?



Base: All UK adults 16+ (4162); England (3498); Scotland (353); Wales (198); Northern Ireland (113)  
Fieldwork dates: 17-23 February 2022

# In England, perceived imbalance in government spending most pronounced in the North of England

In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?

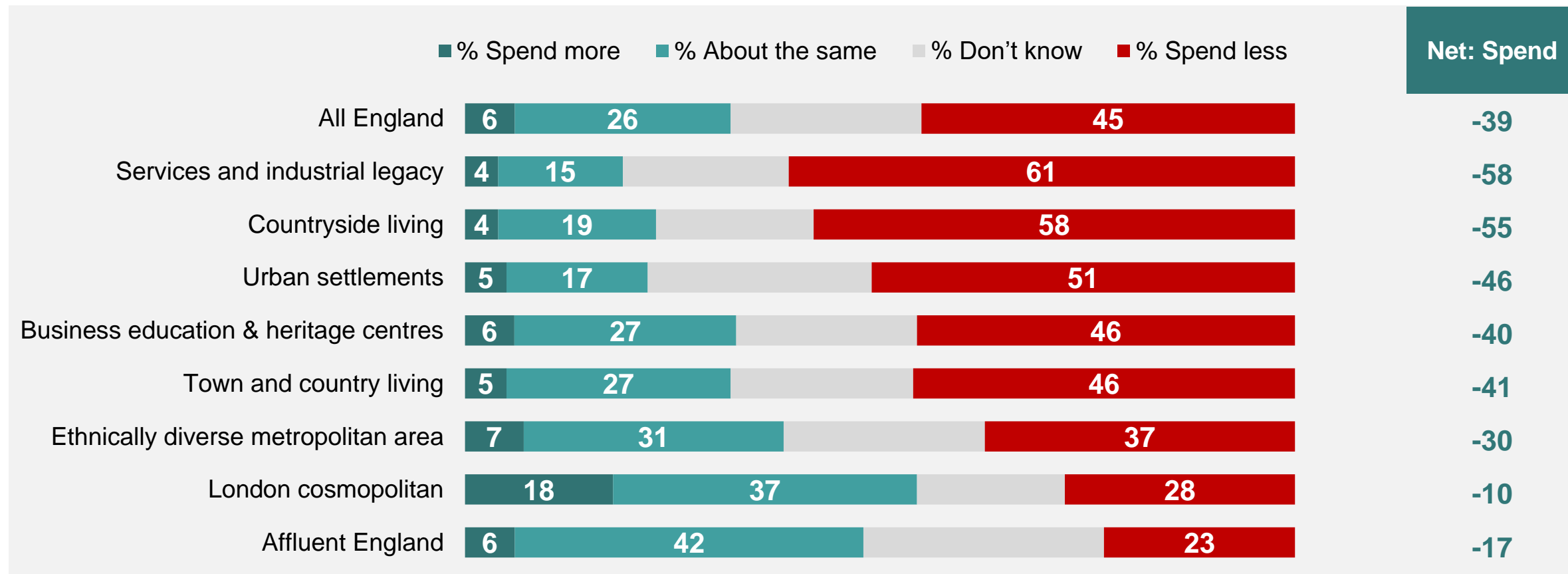


Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371)  
 Methodology: The KnowledgePanel, Levelling Up Tracker | Fieldwork dates: 17-23 February 2022 |



# Rural and post industrial areas are more likely to think the government spends less in their area

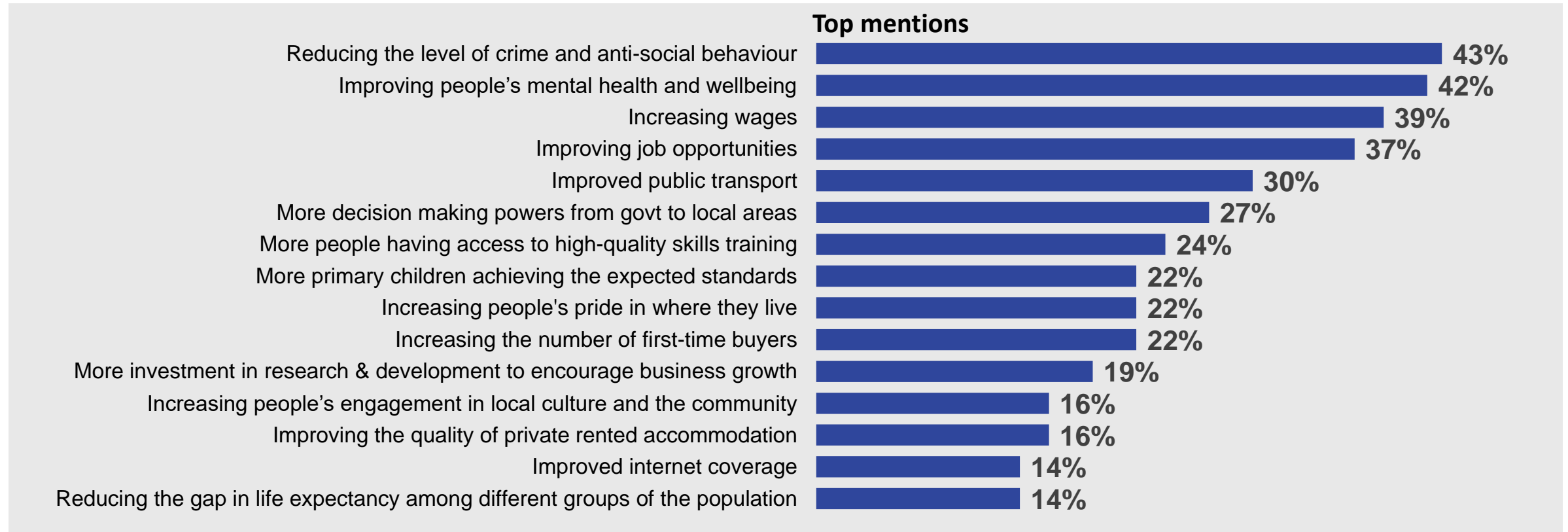
In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?



Base: All aged 16+ in England (3498); Affluent England (445); Business, education & heritage centres (633); Countryside living (772); Ethnically diverse metropolitan living (261); London cosmopolitan (104); services and industrial legacy (655); Town and country living (695); Urban settlements (573). | Methodology: The KnowledgePanel, Levelling Up Tracker | Fieldwork dates: 17-23 February 2022

# Public priorities for Levelling Up are to reduce crime and improve mental health and wellbeing, alongside economic improvements

The government's plans for reducing regional inequalities (or Levelling Up) includes a number of objectives. Which three or four of the following, if any, do you consider to be the main priorities for improvement in your local area?



Base: All UK adults 16+ (4162)  
Fieldwork dates: 17-23 February 2022

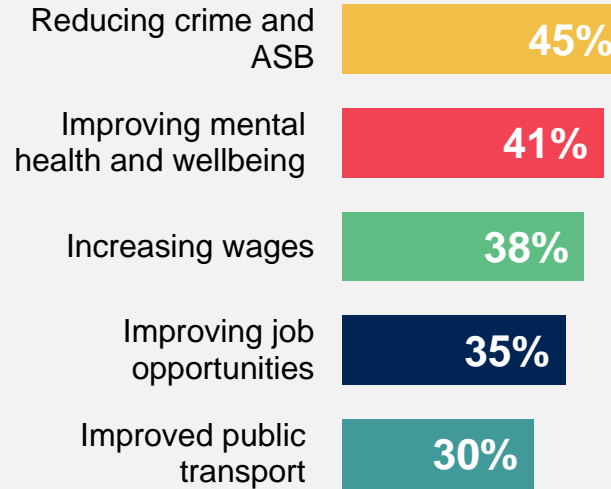
# Some differences between nations in emphasis: crime the biggest issue in England; jobs, wages and wellbeing elsewhere

The government's plans for reducing regional inequalities (or levelling-up) includes a number of objectives. Which three or four of the following, if any, do you consider to be the main priorities for improvement in your local area?

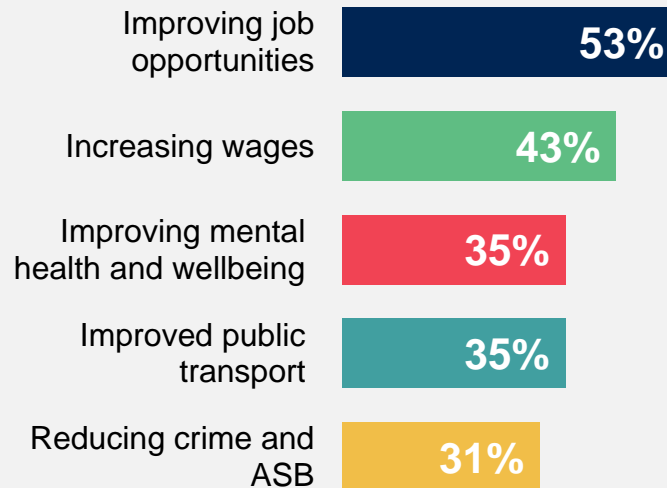
## Top five answers in each nation

Base: All UK adults 16+ (4162); England (3498); Scotland (353); Wales (198); Northern Ireland (113)  
Fieldwork dates: 17-23 February 2022

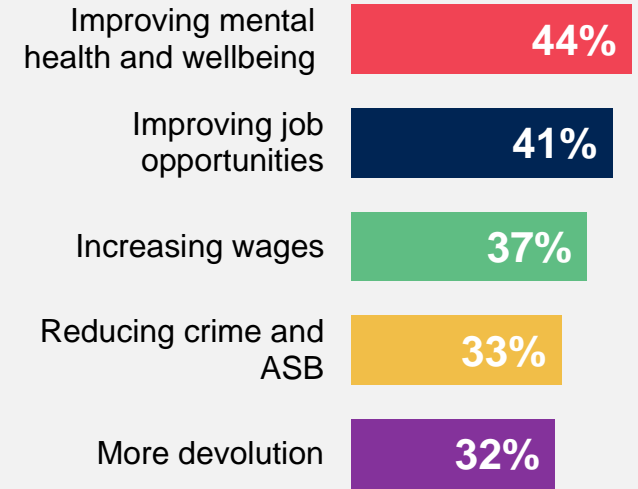
### England



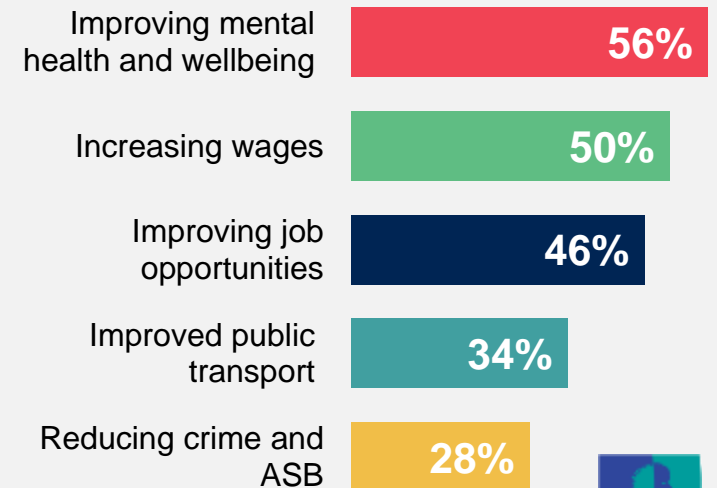
### Wales



### Scotland



### Northern Ireland





Whilst most regions share many priorities, there are differences in emphasis across England, such as a greater focus on wages and jobs in the North East, crime in London and West Midlands, and public transport in South West and North West

	North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	South East	South West	London
Crime & ASB					●				●
Mental Health & wellbeing									
Wages	●								
Job opportunities	●								
Public transport		●						●	
Decision making									
Access to high quality skills									
Children achieving standards			●						
People's pride									
First-time buyers							●		
Investment in R&D									
Quality of rented accommodation							●		
People's engagement in culture/community									
Internet coverage								●	
Reducing gap in life expectancy	●	●							

The government's plans for reducing regional inequalities (or levelling-up) includes a number of objectives. Which three or four of the following, if any, do you consider to be the main priorities for improvement in your local area?

Priorities that are given more emphasis than the average highlighted in the table

Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371)  
Methodology: The KnowledgePanel, Levelling Up Tracker | Fieldwork dates: 17-23 February 2022



# Similarly, public priorities for Levelling Up also vary in emphasis by area type: greater focus on crime in urban and metropolitan areas; wages, jobs and skills in Services & Industrial Legacy areas; and jobs and public transport in Countryside Living grouping

The government's plans for reducing regional inequalities (or levelling-up) includes a number of objectives. Which three or four of the following, if any, do you consider to be the main priorities for improvement in your local area?

Priorities that are given more emphasis than the average highlighted in the table

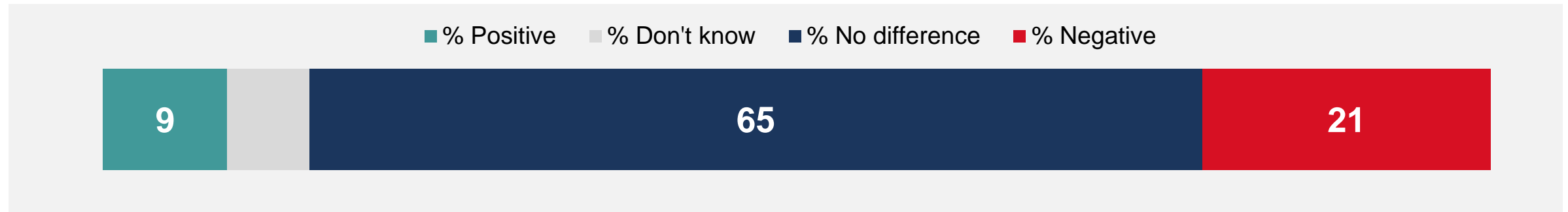
	Affluent England	Business, Education and Heritage Centres	Countryside Living	Ethnically Diverse Metropolitan Living	London Cosmopolitan	Services and Industrial Legacy	Town and Country Living	Urban Settlements
Crime & ASB				●				●
Mental Health & wellbeing				●				
Wages						●		
Job opportunities			●			●		
Public transport			●				●	
Decision making								
Access to high quality skills						●		
Children achieving standards								
People's pride				●				●
First-time buyers	●							
Investment in R&D								
Quality of rented accommodation		●						
People's engagement in culture/community				●				
Internet coverage			●				●	
Reducing gap in life expectancy								

Base: All aged 16+ in UK (4162); Affluent England (445), Education and Heritage Centres (633), Countryside Living (772), Ethnically Diverse Metropolitan Living (261), London Cosmopolitan (104), Services and Industrial Legacy (679), Town and Country Living (695), Urban Settlements (573) | Methodology: The KnowledgePanel, Levelling Up Tracker, Fieldwork dates: 17-23 February 2022

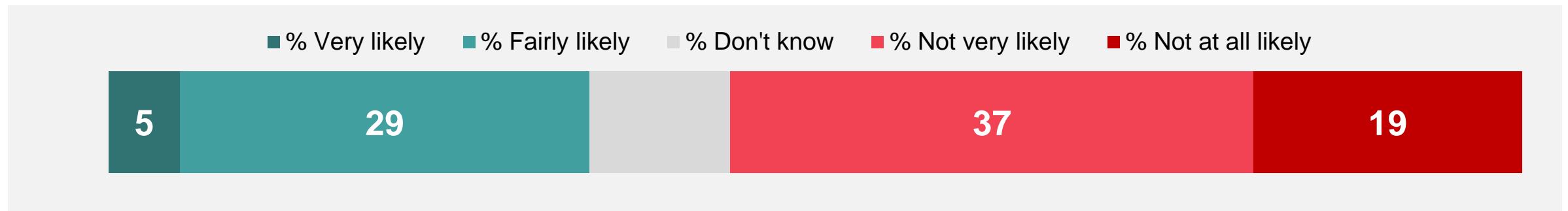


# Many sceptics to be won over: few believe that Levelling Up will be successful in reducing regional inequalities

Thinking about the next few years, do you think the government will make a positive difference to your local area, a negative difference, or will it make no difference?



How likely, if at all, do you think that the current government's policies on reducing inequalities between different regions of the country will have a positive impact within the next 20 years?

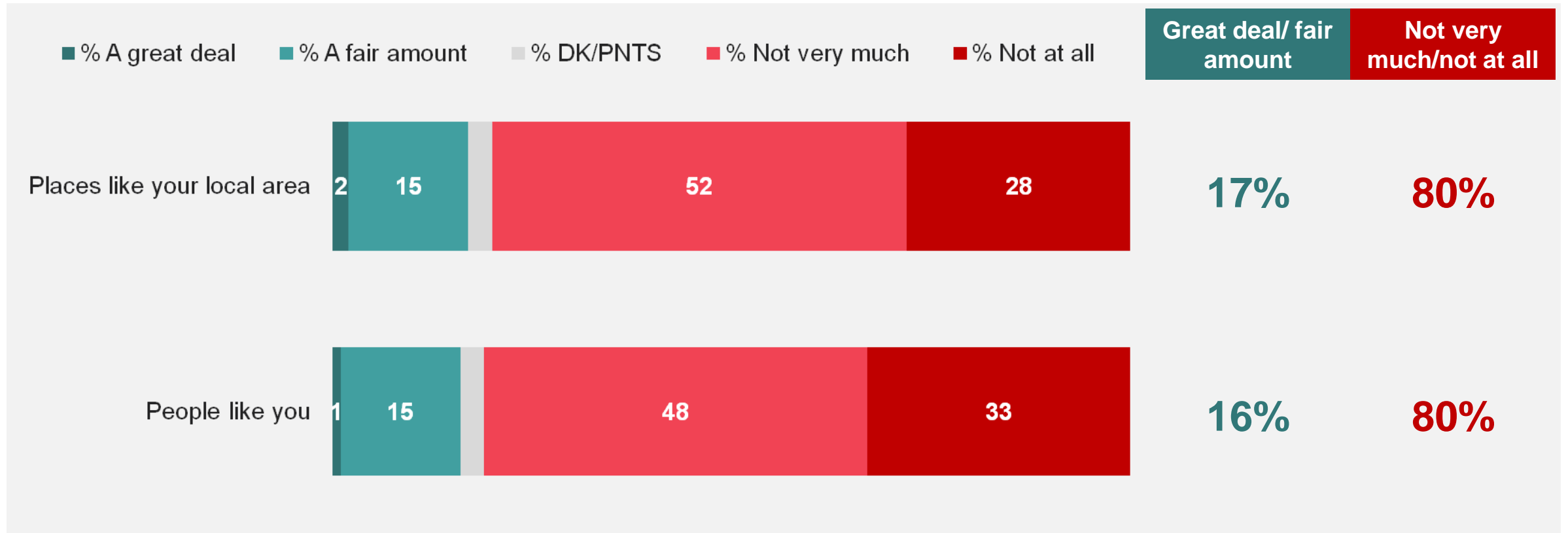


Base: All UK adults 16+ (4162)  
Fieldwork dates: 17-23 February 2022



# ...or that the government cares about them or their local areas

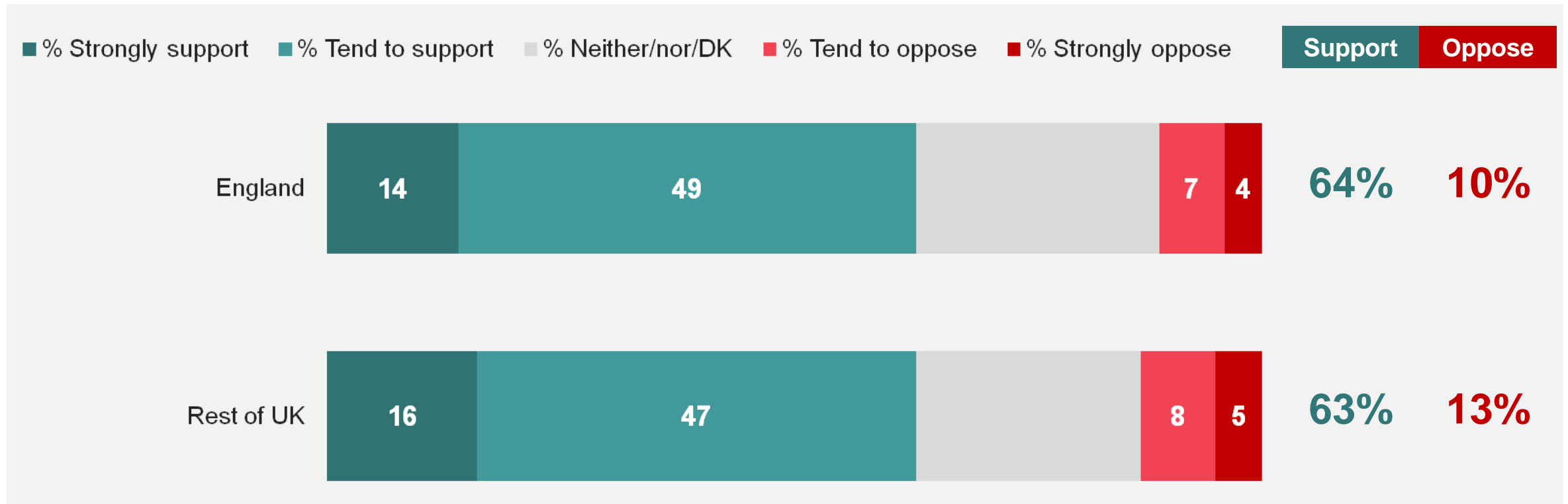
How much, if at all, do you think the government cares about each of the following?



Base: All UK adults 16+ (4162)  
Fieldwork dates: 17-23 February 2022

# Mandate for local decision making, both in England and for the rest of the UK

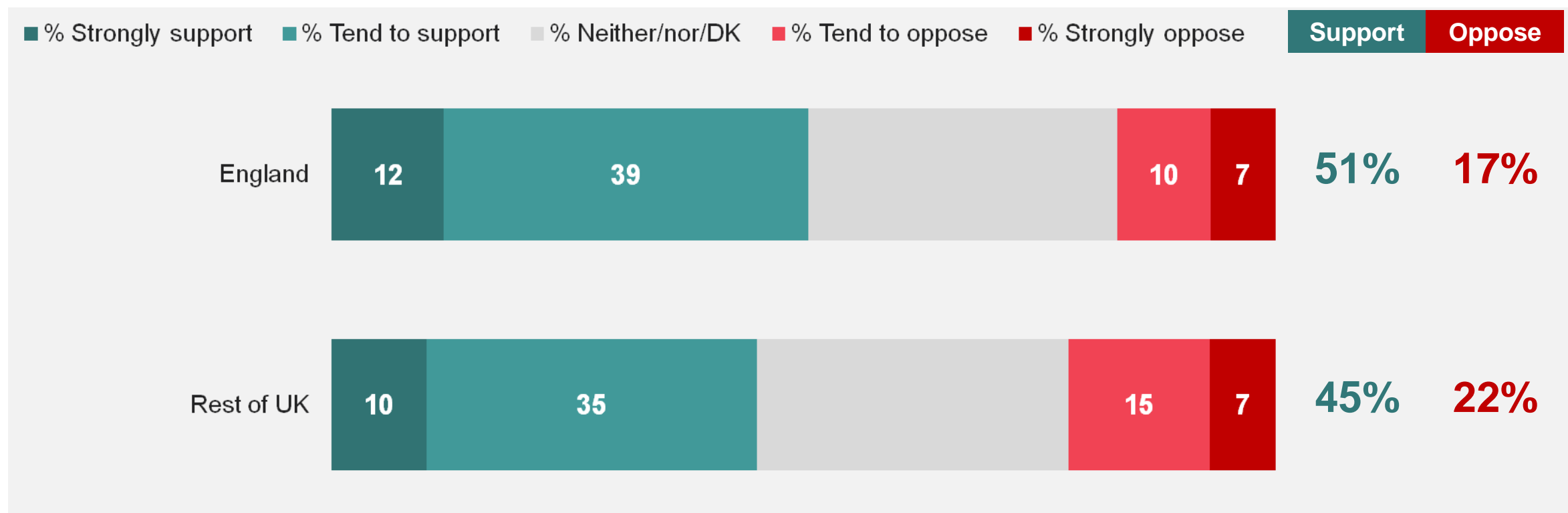
To what extent, if at all, would you support or oppose each of the following? Local authorities in your region being given more control over decisions such as public spending in your local area, and over local public transport and public services like policing



Base: All UK adults 16+ (4162): England (3498), rest of UK (664) | Fieldwork dates: 17-23 February 2022

# Also broad support for directly-elected Mayors, but slightly less than for devolution to local authorities

To what extent, if at all, would you support or oppose each of the following? Having a directly elected mayor in your region or county with more control over decisions such as public spending in your local area, and over local public transport and public services like policing



Base: All UK adults 16+ (4162): England (3498), rest of UK (664) | Fieldwork dates: 17-23 February 2022





# Levelling Up Index



# How did we put together the Index?



In the next section, we present the **Ipsos Levelling Up Index**, which consists of a score (between +200 and -200) for each of the 12 missions, which can be measured nationally, regionally or for sub-sections of the population.

The Index scores are based on a **survey of the general public on Ipsos' online random probability**

**UK KnowledgePanel.** The data shown in this report was collected between 17–23 February 2022.

Some of the survey questions measure respondents' **attitudes and opinions**, others their **reported behaviour**. Responses to the questions relevant to each mission are combined to calculate the overall scores. (Further details of how these are calculated are provided later in this report.)

We believe this Index will help to gauge the **impact and progress of the Levelling Up missions**. Some of the missions are directly related to public perceptions, while others are ultimately based on more objective targets, but

nevertheless the public's satisfaction with the progress being made is one useful indicator of whether the policy is going well or badly.

The tables on the next pages show the questions which have been asked to measure each mission, followed by an **overview of the index scores for the 12 missions** for the UK as a whole.

In each case, **the higher the score, the more positive** the public perceptions associated with that mission. Broadly speaking, a score above zero indicates that positive perceptions outweigh the negative ones and vice versa. Because of the diverse nature of

the various missions, the survey questions associated with each are different, and the score on one mission cannot be considered directly comparable to the score on another; nevertheless, where scores are high on one mission and low on another this is indicative of comparative performance or the scale of the challenges to be faced.

It should be borne in mind that although the measurements have been made across the UK in each case, some of the missions cover devolved issues where the UK government's responsibility extends only to England.

# Survey questions used for each mission:

Pay, employment & productivity	R&D investment	Public transport	Internet	Primary schools	Skills training
<p><b>Pay:</b> How you feel about your household's income nowadays?</p>	Satisfaction with how much research and innovation there seems to be in projects that improve the economy in your local area	Frequency of travel in and around your local area using rail links, local bus services	Satisfaction with internet access in your local area	Satisfaction with the quality of local primary schools	Satisfaction with opportunities for work placements, apprenticeships and training for 16-24 year-olds
<p>How your household income compares to... ...the average for other people in your local area ...the national average</p>	Satisfaction with government spending on the economy in your area	<p>Rating of public transport in 'your region' for each of:</p> <ul style="list-style-type: none"> <li>• The ease of making journeys within your local area using public transport</li> <li>• The cost of making journeys within your local area using public transport</li> <li>• The time it takes to make journeys within your local area using public transport</li> </ul>	How do you access the internet when you are outside your home? 5G mobile data		Satisfaction with further education for adults (including those without A-levels or equivalent opportunities) to develop their skills and training in the local area
<p><b>Employment:</b> Satisfaction with the availability of jobs in local area</p>		<p>Satisfaction with each of the following in your local area:</p> <ul style="list-style-type: none"> <li>• Motorways and A-roads</li> <li>• Quality of local cycle routes</li> </ul>			
Satisfaction with the opportunities for work placements, apprenticeships and training for 16-24 year-olds		Agreement that you feel able to walk or cycle to work or for leisure from home			

# Survey questions used for each mission:

Life expectancy	Wellbeing	Pride in place	Homes	Crime	Devolution
In general, how would you describe your physical health	On a scale of '0' to '10', ... <ul style="list-style-type: none"> <li>• how satisfied are you with your life nowadays?</li> <li>• to what extent do you feel that things you do in your life are worthwhile?</li> <li>• how happy did you feel yesterday?</li> <li>• how anxious did you feel yesterday?</li> </ul>	Satisfaction with... <ul style="list-style-type: none"> <li>• your nearest town centre</li> <li>• cultural facilities such as museums, theatres and events in my local area</li> </ul>	<b>First time buyers</b> Satisfaction with: <ul style="list-style-type: none"> <li>• affordability of housing</li> <li>• the choice of housing</li> </ul>	How worried, if at all, are you personally about being a victim of crime?	Support for local authorities in your region or county with more control over decisions such as public spending in your local area, and over local public transport and public services like policing
Satisfaction with: <ul style="list-style-type: none"> <li>• access to NHS services when you need them in your local area</li> <li>• the quality of your GP</li> <li>• the quality of NHS hospitals</li> <li>• air quality in your local area</li> <li>• leisure centres</li> <li>• local cycle routes</li> </ul>	In general, how would you describe your mental health?	Agreement that there are opportunities to take part in cultural events and activities in my local area	<b>Quality of (rented) homes</b> Satisfaction with: <ul style="list-style-type: none"> <li>• the quality of your home</li> <li>• the warmth of your home</li> <li>• the energy efficiency of your home</li> </ul>	What do you think has happened to crime over the past 12 months... <ul style="list-style-type: none"> <li>• in the country as a whole?</li> <li>• in your local area ?</li> </ul>	Support for having a directly-elected mayor in your region or county with more control over decisions such as public spending in your local area, and over local public transport and public services like policing
Frequency of cycling or walking in and around your local area	Satisfaction with your neighbourhood as a place to live	Agreement that... <ul style="list-style-type: none"> <li>• people in my local area pull together to improve it</li> <li>• people from different backgrounds get on well together in my local area</li> <li>• I am proud to live in my local area</li> </ul>		What do you think has happened to the following types of crime over the past 12 months in your local area? Drug use, Robbery or theft, Anti-social behaviour, Burglary, Murder and manslaughter, Car crime, Gun crime, Sexual offences, Knife crime, Domestic abuse	How much, influence, if any, do you feel you have over decision making in... <ul style="list-style-type: none"> <li>• your local area?</li> <li>• the country as a whole?</li> </ul>
Agreement that I feel able to walk or cycle to work or for leisure from where I live	Satisfaction with access to green space in your local area	I would recommend my local area as a good place to live		Satisfaction with the quality of service provided by the Police	



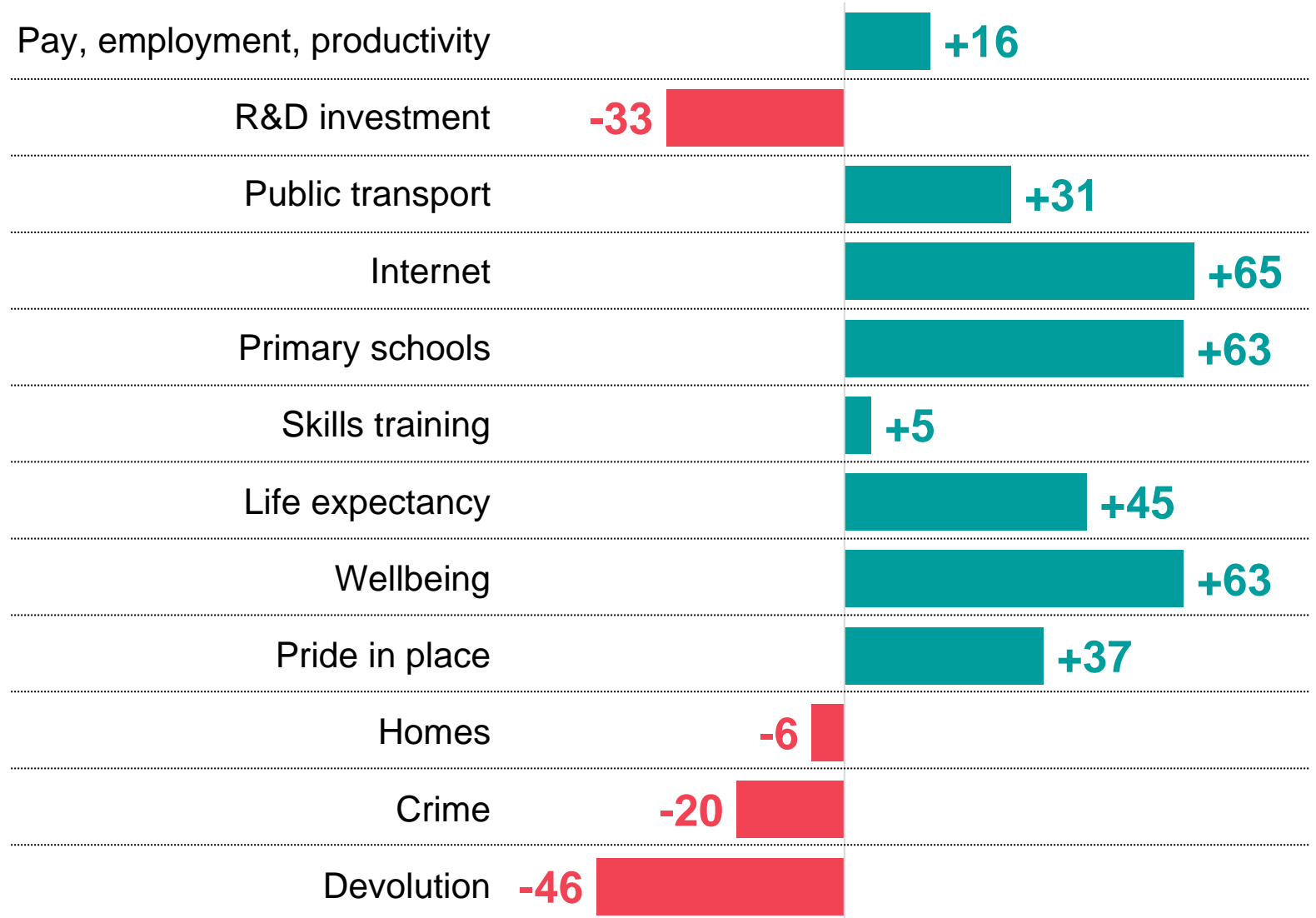
# Overview: Index scores for the 12 missions

Overall, the baseline Index scores for eight of the twelve missions are positive, while the other four are negative.

The most negative by some margin is devolution, but R&D investment, crime and homes also attracted more negative than positive responses from the public.

Moreover, it should be borne in mind that a high baseline score does not necessarily indicate that completing that mission will be easier or is less urgent, since some of the missions aim explicitly at *improvement* of the existing situation. Satisfaction which is widespread but not universal may be a sign of precisely the inequalities that Levelling Up is intended to tackle.

The following charts look at each of the twelve missions in turn, and how views differ across the country.



Base: All UK adults 16+ (4162) | Fieldwork dates: 17-23 February 2022

# Mission 1: Pay, employment & productivity

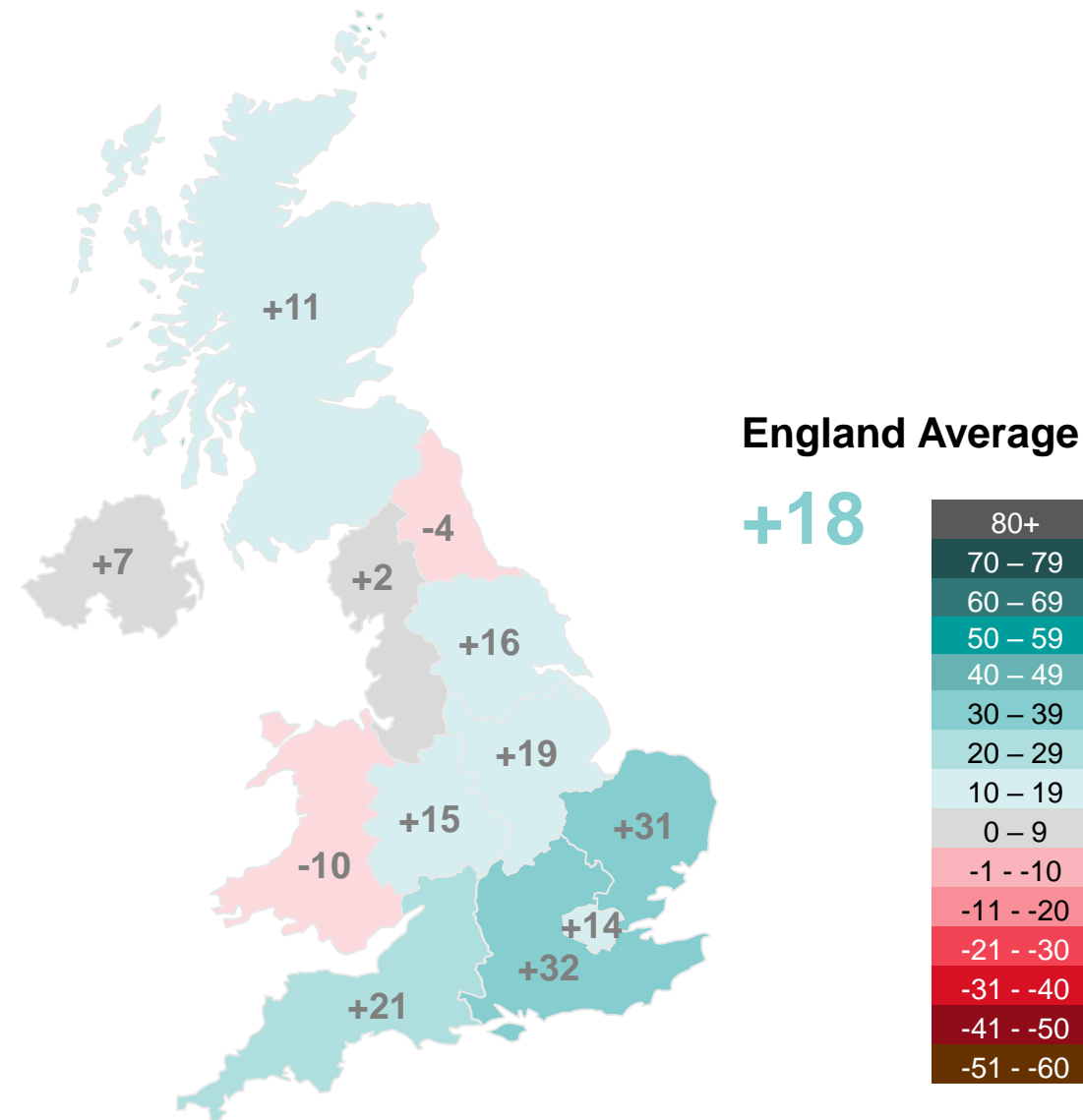
*"By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, with the gap between the top performing and other areas closing."*

By nation, scores on the pay, employment and productivity mission are positive, with the exception of Wales.

Across England scores are mostly positive, but noticeably more so in the South East (excluding London) and East of England.

Scores in the North West and North East are substantially weaker, with dissatisfaction just outweighing satisfaction in the North East, reflecting the fact that increasing wages and improving job opportunities are seen as a priority in this part of the country.

More deprived areas are also notably more critical on this mission, by a score of -7 in the most deprived quintile compared to +36 in the least deprived.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
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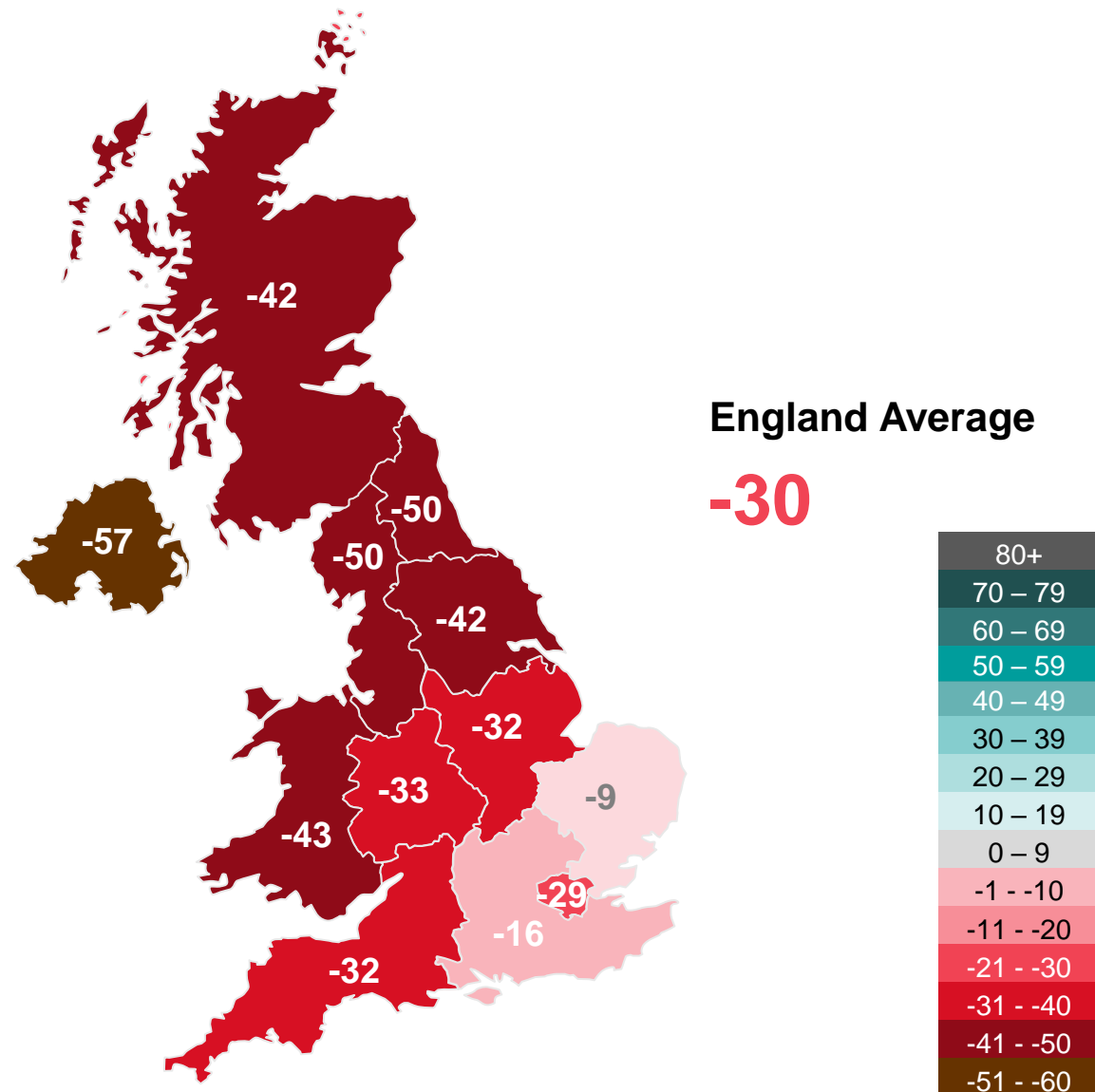
# Mission 2: R&D investment

*“By 2030, domestic public investment in R&D outside the Greater South East will increase by at least 40%, and over the Spending Review period by at least one third. This additional government funding will seek to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth.”*

Perceptions of R&D investment are net negative across all UK nations (especially in Northern Ireland) and English regions.

Within England the score becomes increasingly negative away from the South East and East of England, with the exception of London where residents are also highly dissatisfied.

Again, residents in more deprived areas are particularly dissatisfied, with a score of -45 compared to -23 in the least deprived areas.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
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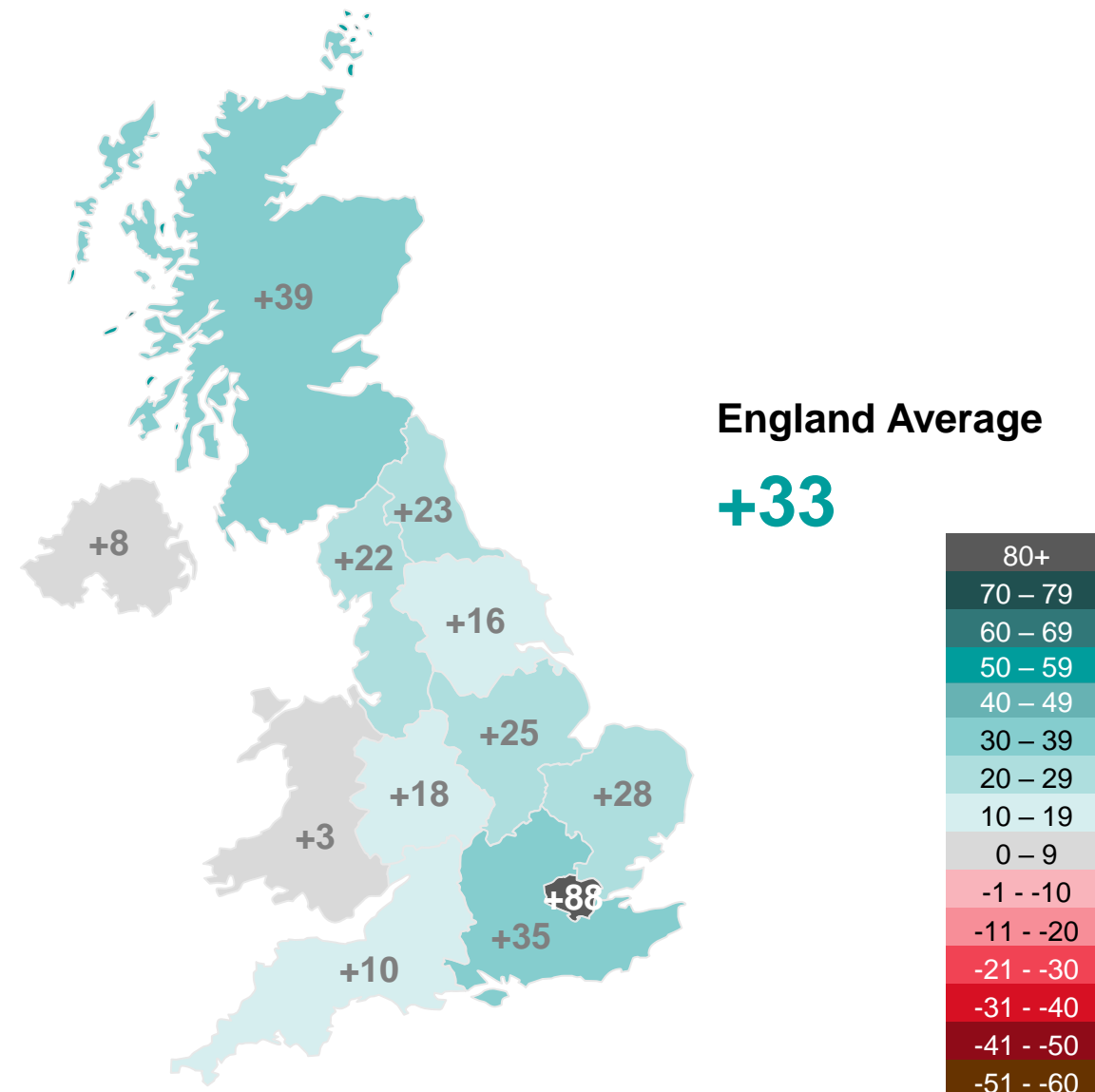
# Mission 3: Public transport

*"By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing."*

It is Wales, Northern Ireland and the South West where the score on the public transport mission is lowest.

Within England, London has a far higher score than any other region. Residents in the South West are least content (public transport is a high priority for this group), followed by those living in Yorkshire and the West Midlands.

Rural areas unsurprisingly score much worse (-10) than urban areas (+42), and the most deprived groups score fractionally better than the least deprived (reflecting the fact that regular public transport use counts positively in calculating the Index score).



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
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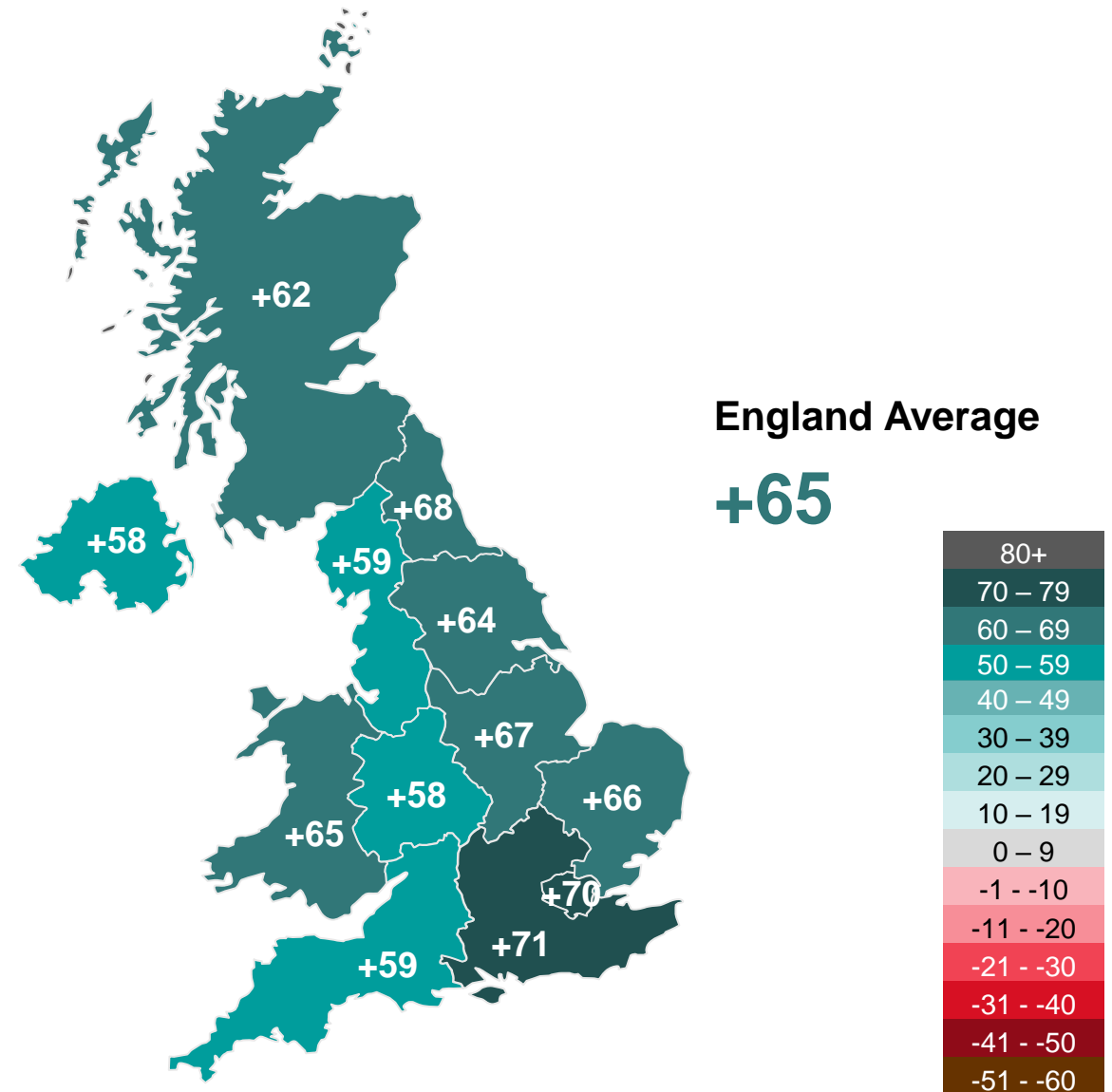


# Mission 4: Internet

"By 2030, the UK will have nationwide gigabit-capable broadband and 4G coverage, with 5G coverage for the majority of the population."

The gap between the highest and lowest national and regional scores is lower for mission 4 than for any other mission, and indeed is barely statistically significant.

There is a slightly bigger gap between urban and rural dwellers, +69 compared to +47. Deprivation has no perceptible effect on internet use and satisfaction: the most deprived areas score as well as the least deprived.



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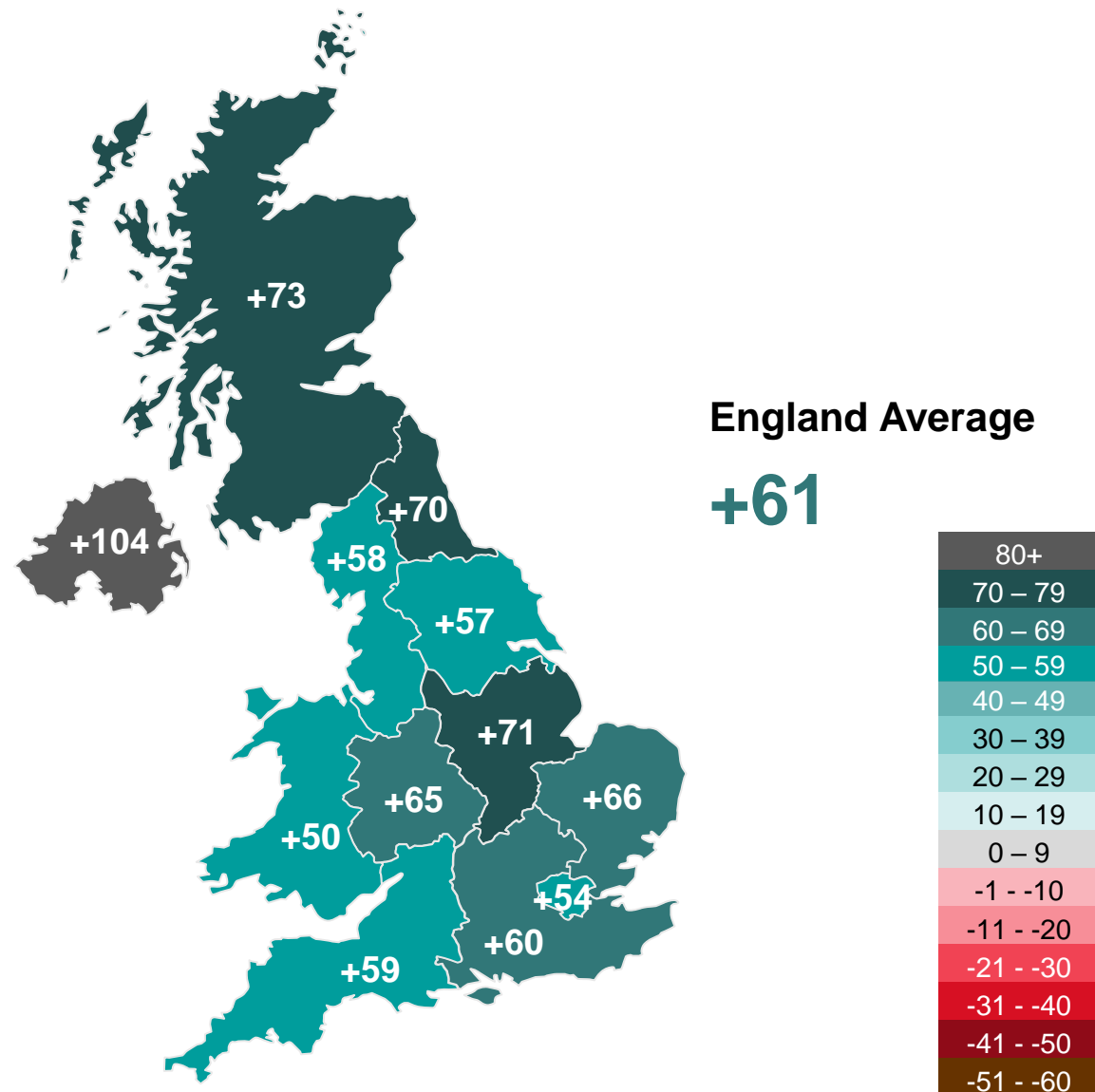
# Mission 5: Primary schools

*“By 2030, the number of primary school children achieving the expected standard in reading, writing and maths will have significantly increased. In England, this will mean 90% of children will achieve the expected standard, and the percentage of children meeting the expected standard in the worst performing areas will have increased by over a third”*

Northern Ireland has the stand out score for mission 5 compared to the other nations.

Across England, the public are broadly satisfied with the quality of their local primary schools, with only minor variation between regions. London has the lowest score but the difference between the capital and several other regions is not significant, and there is no obvious pattern.

Deprivation is a more significant factor with the Index ranging from +50 for the most deprived quintile to +72 for the least deprived, each increasing deprivation level finds a slight fall in the mission 5 score.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
Fieldwork dates: 17-23 February 2022



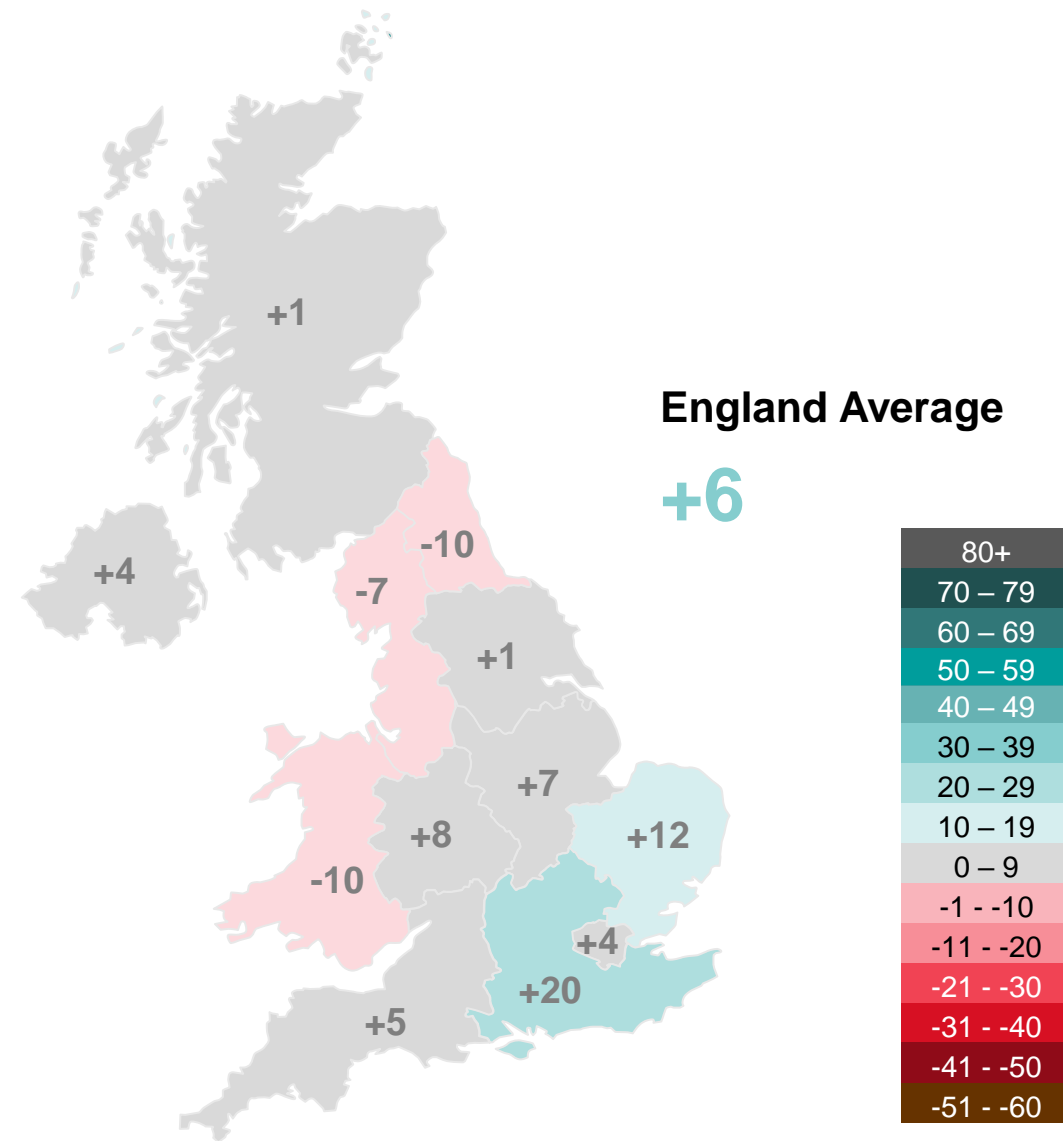
# Mission 6: Skills training

“By 2030, the number of people successfully completing high-quality skills training will have significantly increased in every area of the UK. In England, this will lead to 200,000 more people successfully completing high-quality skills training annually, driven by 80,000 more people completing courses in the lowest skilled areas.”

Wales is the only UK nation to score negatively on skills and training, although the scores in other areas are not particularly positive either.

Within England, regional differences are negligible, and strictly speaking, are mostly not statistically significant.

Residents in the South East are most positive about skills training in their area, while those in the North East and North West are on balance negative. As seen on several other indices, Londoners’ ratings for their area are more similar to those in the Midlands than the South East.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
Fieldwork dates: 17-23 February 2022

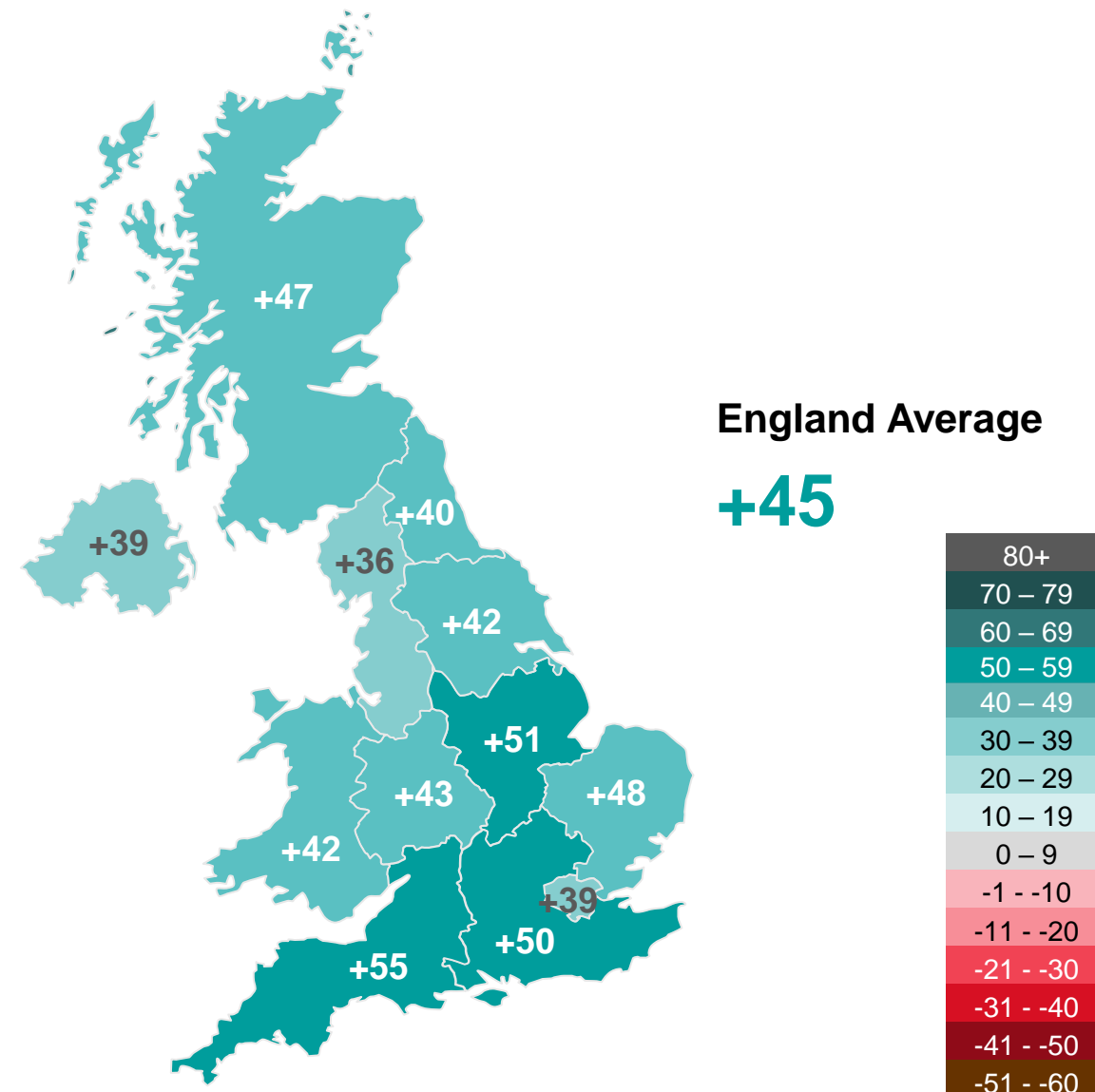
# Mission 7: Life expectancy

*“By 2030, the gap in Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed, and by 2035 HLE will rise by five years.”*

The mission 7 score draws on a large number of survey questions, combining perceptions of personal health, health service provision and opportunities to lead a healthy lifestyle. Whilst Northern Ireland scores lower on this mission, the difference among nations is not statistically significant.

Within England, the South West scores best, followed by the East Midlands and South East; but even the worst-scoring regions, London and the North West, are not very far behind. Nevertheless, people in the North East and North West are more likely to state that reducing the gap in life expectancy should be a priority.

Scores on this mission are strongly influenced by deprivation: the score for the most deprived quintile is only +26, while for the least deprived it is +56.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
Fieldwork dates: 17-23 February 2022



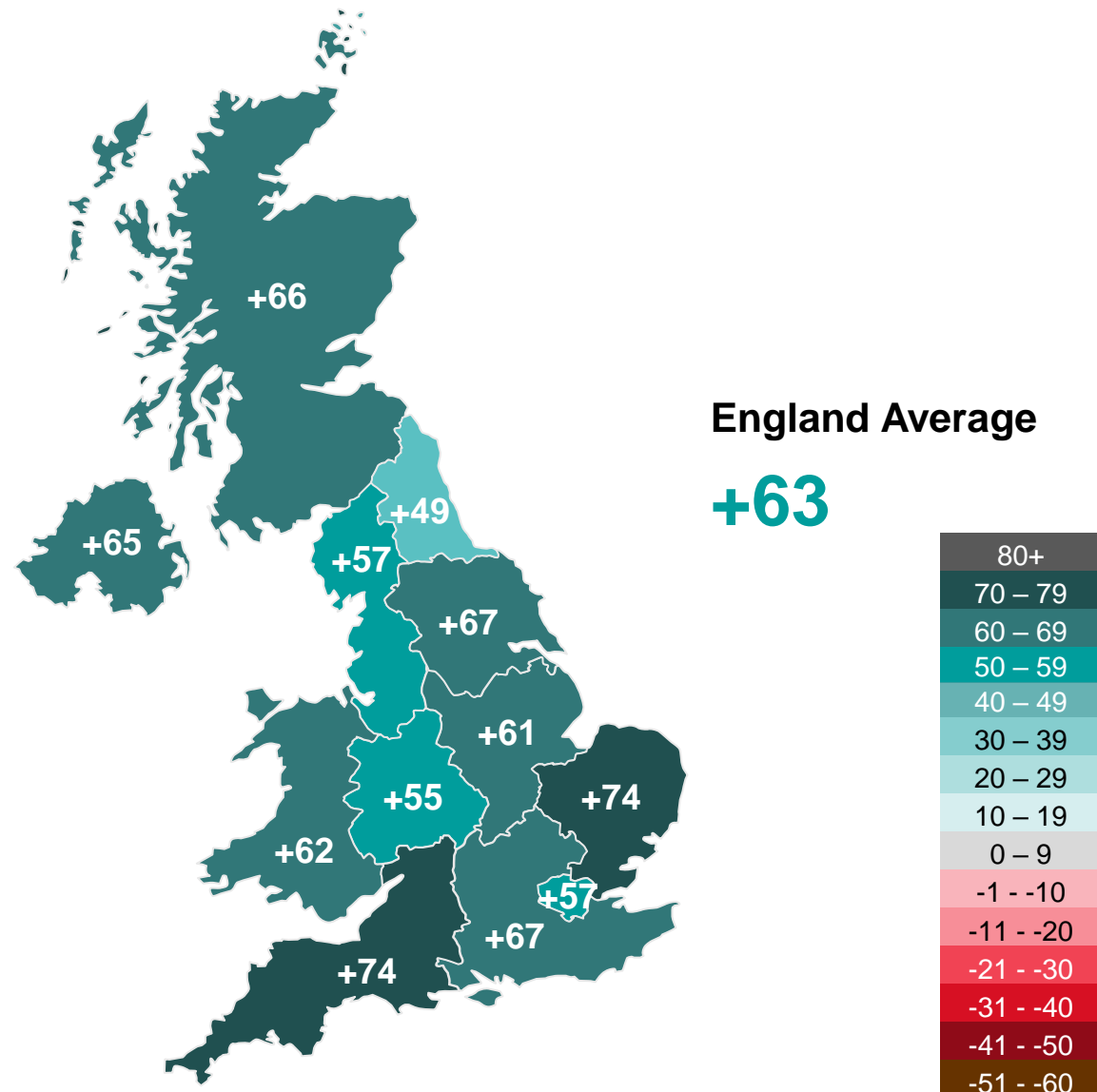
# Mission 8: Wellbeing

*"By 2030, wellbeing will have improved in every area of the UK, with the gap between top performing and other areas closing."*

The wellbeing Index score is another drawing on multiple measures. There is a consistent picture across the nations.

Within England, as is the case for healthy life expectancy, the South West has the top score, but this time joined by the East of England. The North East is conspicuously less positive than elsewhere.

Again, there is a clear difference by deprivation on this mission, with an index score of +41 in the most deprived areas, rising to +79 in the least deprived quintile.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
Fieldwork dates: 17-23 February 2022





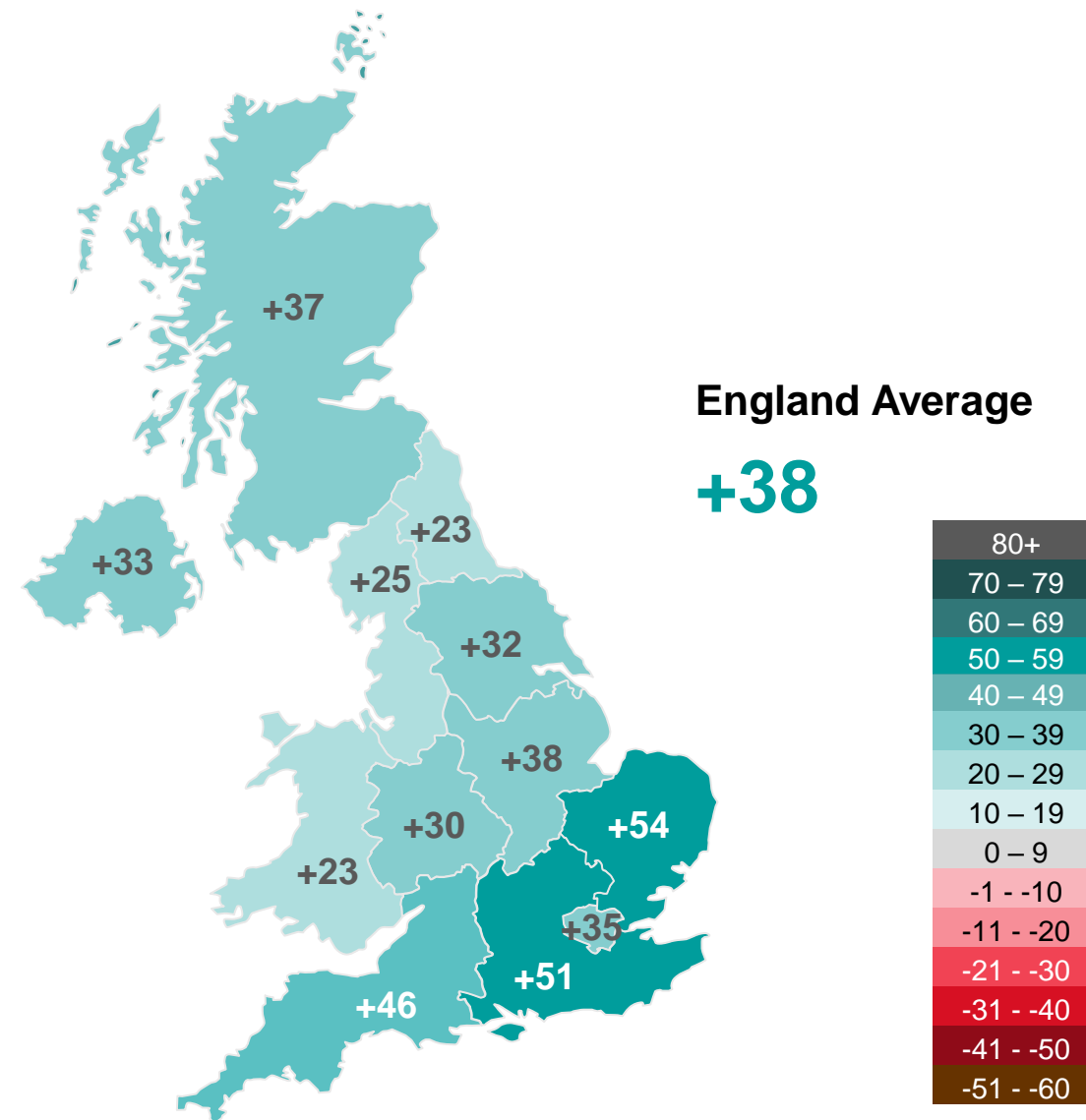
# Mission 9: Pride in place

*“By 2030, pride in place, such as people’s satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between top performing and other areas closing”*

Whilst Wales scores lower on the pride in place mission, the difference among nations is not statistically significant.

Within England, public perceptions on pride and place is most positive in the South and East of England. It is significantly less positive elsewhere including in London.

Of all the Levelling Up missions, this one shows the biggest impact of deprivation: the most deprived quintile scores only +9, while the next quintile (still more deprived than average) scores +33; the least deprived areas average +55.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
Fieldwork dates: 17-23 February 2022

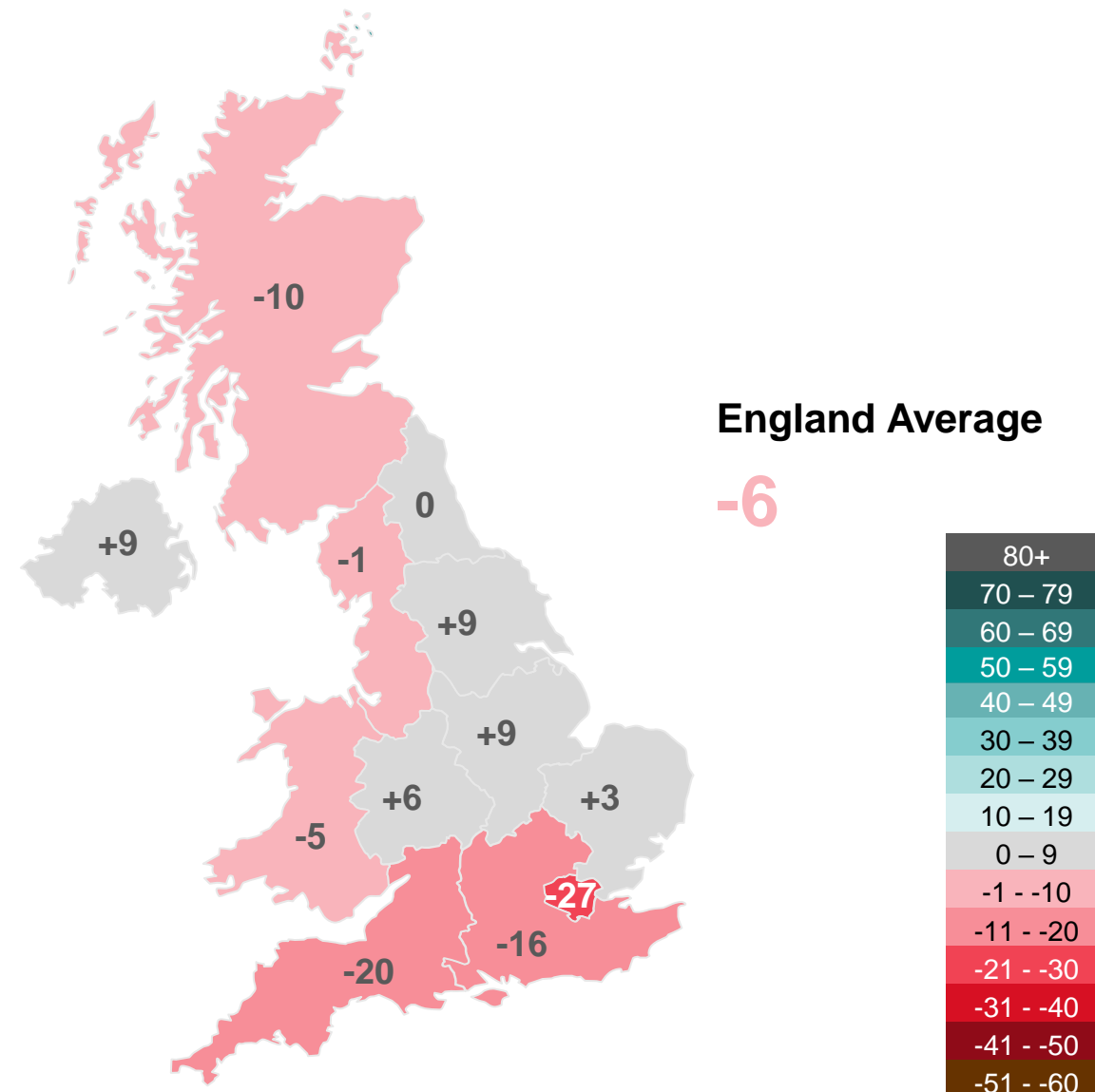
# Mission 10: Homes

*“By 2030 renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government’s ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest performing areas.”*

Northern Ireland is the only nation to score positively for the homes mission.

Within England, the regional pattern for this mission is distinctive, with scores being higher in the middle of the country than in either the South or the North; London scores lowest. In all four of the southern regions, the score was dragged down by strong negative responses on a single component question: satisfaction with the affordability of housing; this was less of an issue in the North and Midlands.

The North East and North West, along with London, score worst for perceived quality of rented homes, although people in the South East are more likely to prioritise the quality of rented accommodation than others.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
Fieldwork dates: 17-23 February 2022

# Mission 11: Crime

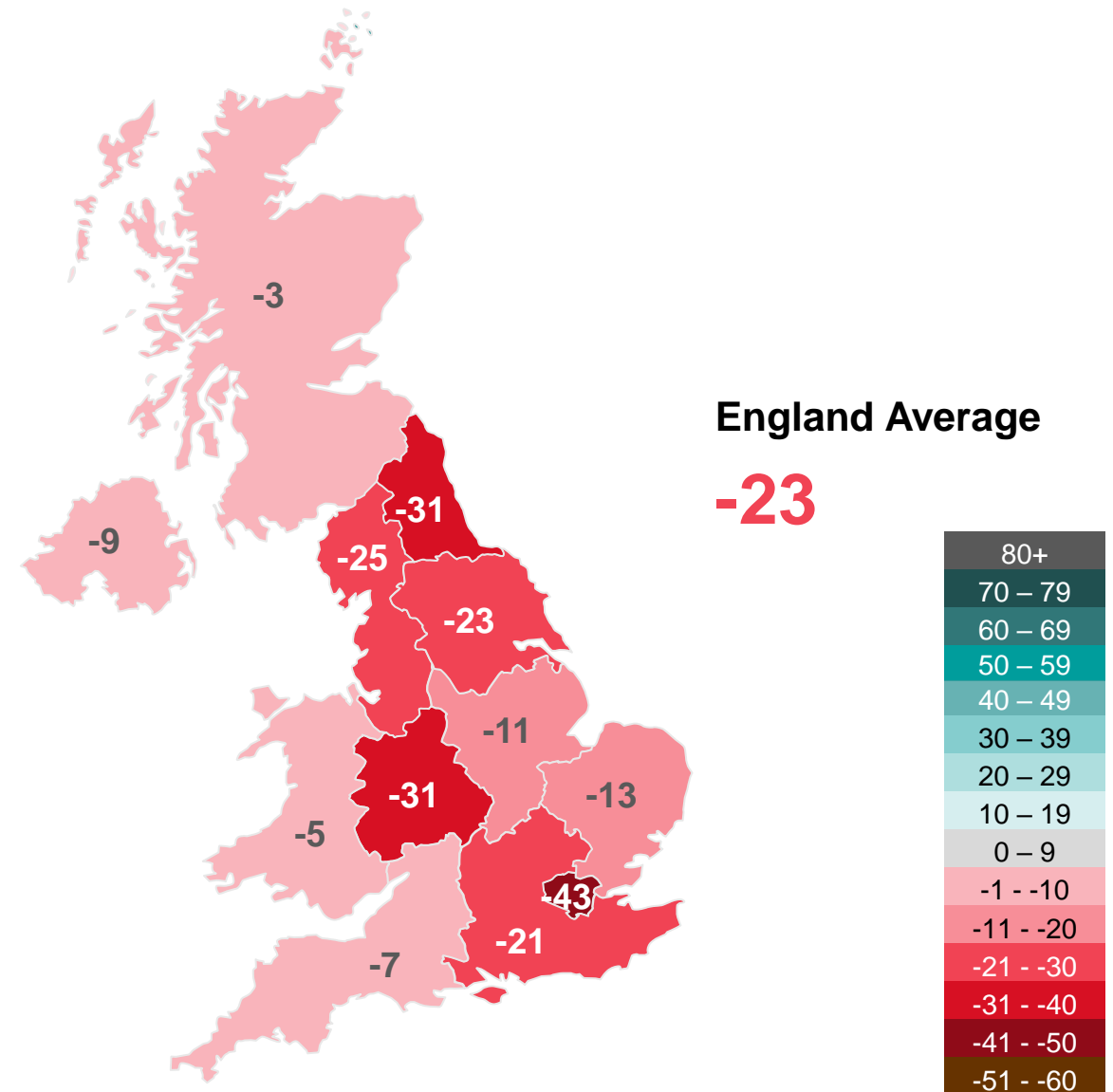
*“By 2030, homicide, serious violence and neighbourhood crime will have fallen, focused on the worst-affected areas.”*

Every nation has a net negative score for this mission, but it is England which scores worst on concern about crime; both Scotland and Wales are significantly better.

Within England, London has the worst score, but the North East and the West Midlands are also low.

Urban areas score worse than rural areas (-24 compared to -6), and more deprived areas worse than less deprived areas.

In every region, people thought crime had gone up more across the country than in their own area, and with the exception of London, most people did not worry much about personally being a victim of crime. In London, the numbers of worried and less worried were roughly balanced, and people in the capital are more likely to state that reducing the level of crime and anti-social behaviour should be prioritised.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
Fieldwork dates: 17-23 February 2022

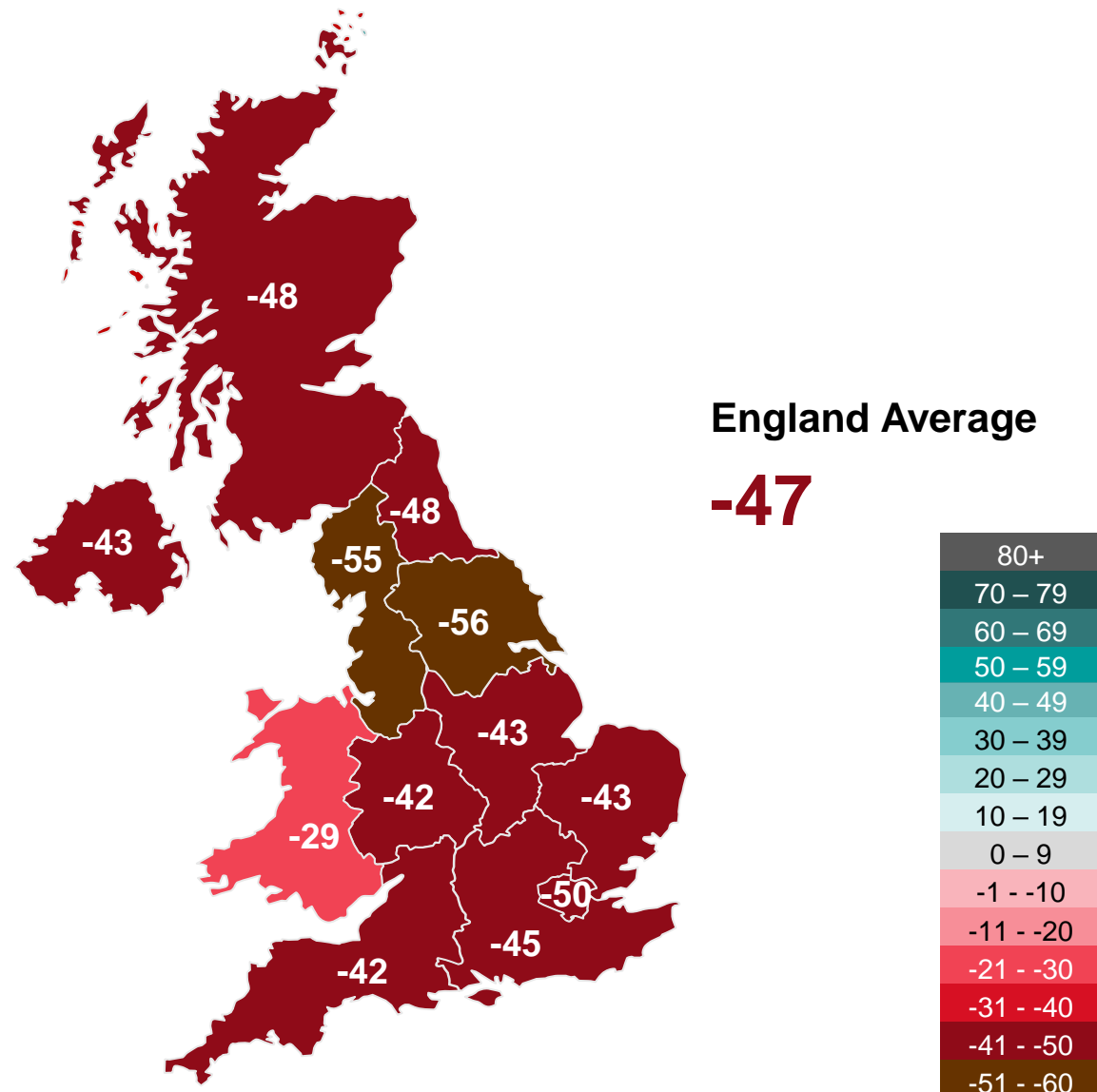
# Mission 12: Devolution

*"By 2030, every part of England that wants one will have a devolution deal with powers at or approaching the highest level of devolution and a simplified, long-term funding settlement"*

Across the country there is a feeling that current devolution arrangements can be improved, although Wales has a higher score than elsewhere, meaning there is less perceived need.

In England, the North scores most negatively (i.e. has more appetite for devolution) than the rest of the country, with the exception of London.

Everywhere except in London, support for increasing local authority powers is higher than support for mayoral powers (in London the two are equally popular); and in every region, people are more negative about their influence over decision making in the country as a whole than over local decision making.



Base: All aged 16+ in England (3498); North East (176); North West (449); Yorkshire and the Humber (371); East Midlands (327); West Midlands (329); East of England (421); South East (603); South West (451); London (371); Scotland (353); Northern Ireland (113); Wales (198)  
Methodology: The KnowledgePanel, Levelling Up Tracker  
Fieldwork dates: 17-23 February 2022



# Ipsos Levelling Up Index and rurality

As the chart on the next page shows, there are some substantial differences in scores on the various missions between urban and rural areas.

In many cases rural dwellers are happier than urban dwellers. **But for the missions where rural areas are at a natural disadvantage because of distance and remoteness, rural scores are significantly worse than urban ones.**

This is most true in the case of **public transport**, where the urban score is +42 and the rural score is

-10. However, as can be seen in the regional charts, this difference is strongly driven by high scores in London, and the gap between other urban areas and rural areas is smaller.

Similarly, the rural scores surpass the urban ones most substantially on **crime**, where London stands out as having a worse score than other urban areas.

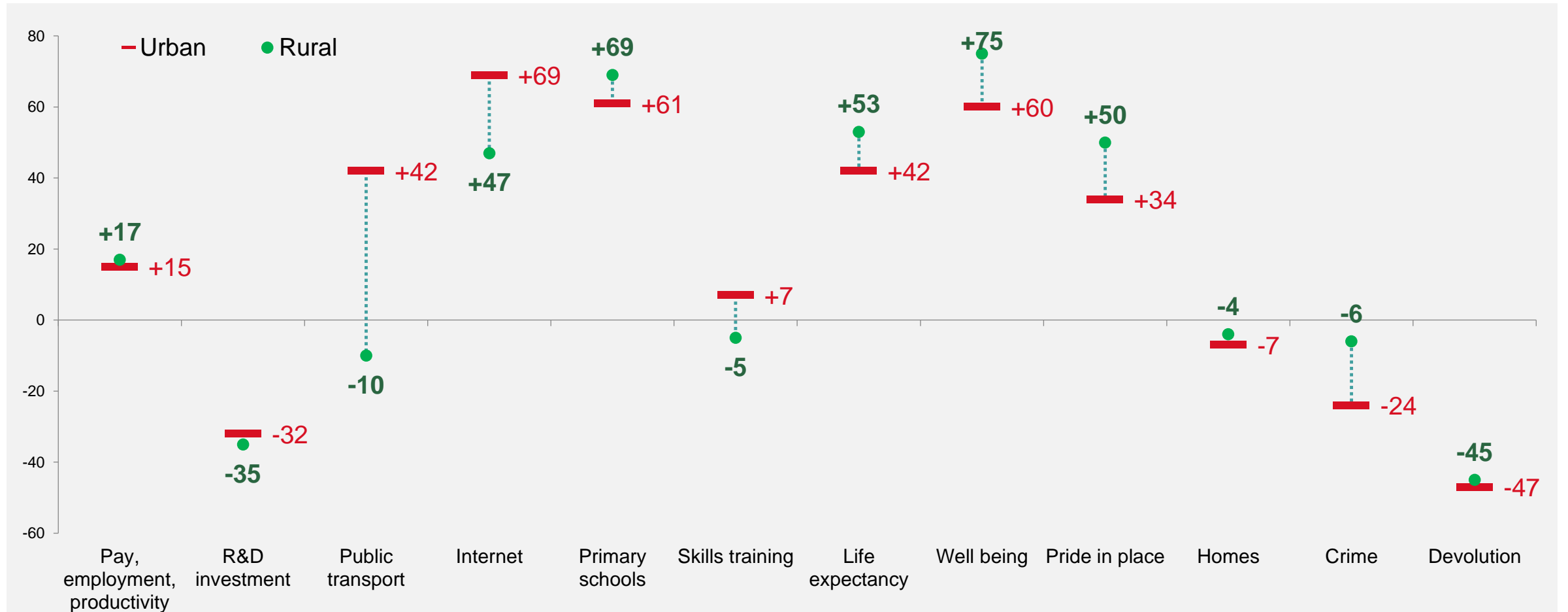
The other policy fields where rural areas underperform compared to urban areas are **internet** provision (again, predictably) and **skills training** (perhaps an important gap

given there is no significant difference in perception between rural and urban areas on **pay, employment and productivity** or on **R&D investment**).

Perhaps surprisingly, there is no significant difference on **homes**. This reflects perceptions of affordability: the worst scores are in London (relative to urban areas of the North and Midlands; rural areas come in the middle).



# Urban and rural areas



Base: All UK adults 16+ (4162)  
Fieldwork dates: 17-23 February 2022

# Ipsos Levelling Up Index and deprivation

The chart on the next page compares the index scores of the most-deprived and least-deprived areas on each of the twelve missions. As might be expected, there are substantial differences on many of the missions, and in each case **where there is a big difference it is the most deprived areas which have the lowest scores.**

The biggest gap is on **pride in place**, which scores particularly badly in more deprived areas.

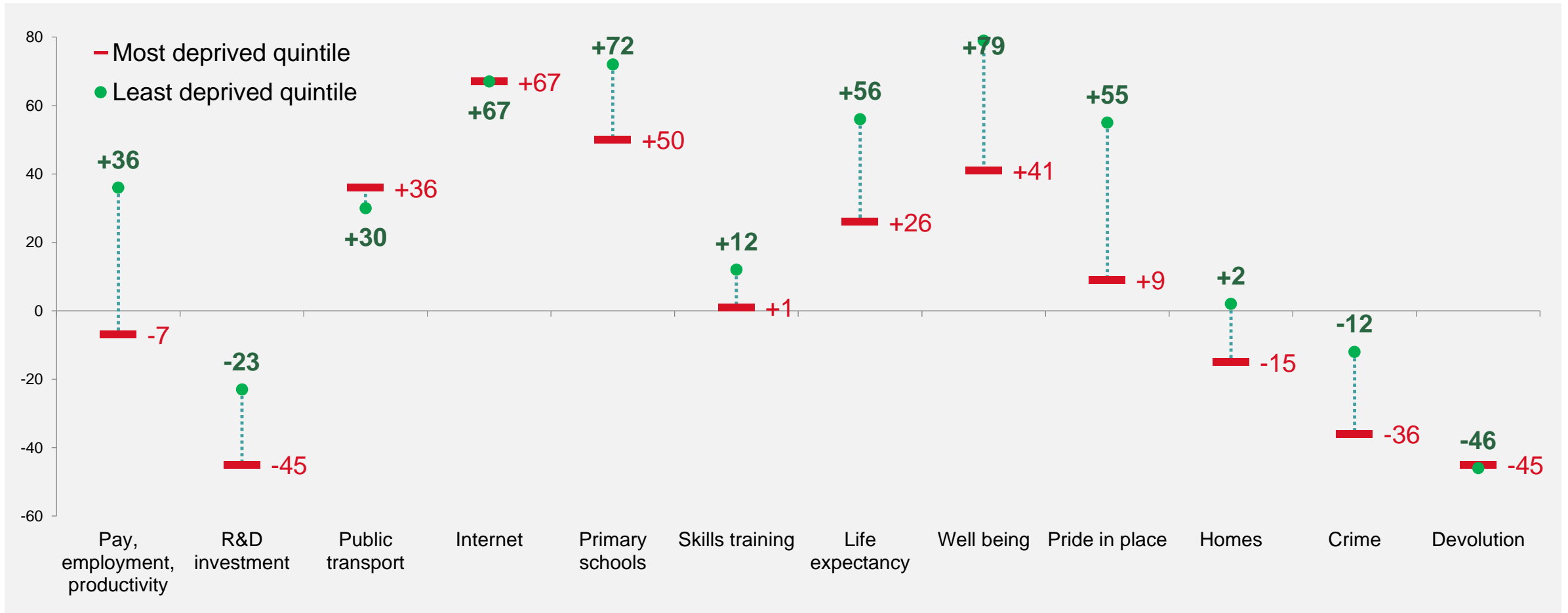
Almost as big is the gap on **pay**,

**employment and productivity** (which probably directly reflects the personal circumstances of respondents) and on **wellbeing** and **healthy life expectancy**.

On **devolution**, residents in the most and least deprived areas are equally unhappy, whilst on **internet** provision they are equally happy, with high positive scores. This is likely to be because the most deprived areas benefit from being predominantly urban, which also partly explains why the most-deprived areas score fractionally higher on **public transport** (though

this also reflects higher existing public transport use by less well-off citizens).

# Most-deprived and least-deprived areas (IMD)



Base: All UK adults 16+ (4162)  
 Fieldwork dates: 17-23 February 2022



# Ipsos Levelling Up Index and the ONS Area Classifications

Finally, we compare the index scores for the eight ONS Supergroups, a classification of areas on the basis of similarities as judged from the 2011 Census (see appendix for more details). While the broad pattern of scoring tends to be the same across all these types of neighbourhoods (e.g. internet access and primary schools score relatively well compared to devolution), there is nevertheless still a good deal of variation.

The biggest range by some way is on public transport, where the **most urban areas** (London Cosmopolitan and Ethnically Diverse Metropolitan

Living groups) score highest. The London Cosmopolitan group also scores highly on pride in place. However, these more highly urban areas tend to score worse than average on crime and homes, while the London Cosmopolitan area also gets low scores on primary schools and skills training.

The two most rural classifications (**Countryside Living and Town & Country Living**) score worst on public transport; these two groups also score lowest on **Internet** access, although the gap is considerably smaller.

The **Services and Industrial**

**Legacy group (often traditional mining areas) tends to score lower** across a range of missions, notably the economic ones of pay, employment & productivity and R&D investment, and pride in place.

On the other hand, the **Affluent England** grouping expresses better scores than average on those same missions on the economy and pride in place.



# Index scores by ONS area classification

■ Substantially **above** overall average  
■ Substantially **below** overall average

	Pay, employment & productivity	R&D investment	Public transport	Internet	Primary schools	Skills training	Life expectancy	Wellbeing	Pride in place	Homes	Crime	Devolution
<b>All UK</b>	<b>+16</b>	<b>-33</b>	<b>+31</b>	<b>+65</b>	<b>+63</b>	<b>+5</b>	<b>+45</b>	<b>+63</b>	<b>+37</b>	<b>-6</b>	<b>-20</b>	<b>-46</b>
Affluent England	<b>+38</b>	<b>-3</b>	<b>+34</b>	<b>+70</b>	<b>+75</b>	<b>+17</b>	<b>+57</b>	<b>+71</b>	<b>+62</b>	<b>-9</b>	<b>-10</b>	<b>-44</b>
Business, Education and Heritage Centres	<b>+23</b>	<b>-25</b>	<b>+44</b>	<b>+74</b>	<b>+59</b>	<b>+14</b>	<b>+44</b>	<b>+56</b>	<b>+51</b>	<b>-15</b>	<b>-18</b>	<b>-47</b>
Countryside Living	<b>+7</b>	<b>-40</b>	<b>+2</b>	<b>+50</b>	<b>+62</b>	<b>-6</b>	<b>+52</b>	<b>+74</b>	<b>+46</b>	<b>-8</b>	<b>-8</b>	<b>-41</b>
Ethnically Diverse Metropolitan Living	<b>+15</b>	<b>-28</b>	<b>+79</b>	<b>+70</b>	<b>+53</b>	<b>+14</b>	<b>+36</b>	<b>+53</b>	<b>+27</b>	<b>-20</b>	<b>-45</b>	<b>-49</b>
London Cosmopolitan	<b>+23</b>	<b>-22</b>	<b>+96</b>	<b>+71</b>	<b>+46</b>	<b>-11</b>	<b>+44</b>	<b>+53</b>	<b>+57</b>	<b>-47</b>	<b>-33</b>	<b>-47</b>
Services and Industrial Legacy	<b>-3</b>	<b>-53</b>	<b>+23</b>	<b>+63</b>	<b>+64</b>	<b>-7</b>	<b>+38</b>	<b>+57</b>	<b>+13</b>	<b>+3</b>	<b>-28</b>	<b>-47</b>
Town and Country Living	<b>+22</b>	<b>-30</b>	<b>+10</b>	<b>+57</b>	<b>+72</b>	<b>+6</b>	<b>+50</b>	<b>+71</b>	<b>+40</b>	<b>+9</b>	<b>-7</b>	<b>-47</b>
Urban Settlements	<b>+14</b>	<b>-41</b>	<b>+31</b>	<b>+72</b>	<b>+58</b>	<b>+5</b>	<b>+35</b>	<b>+61</b>	<b>+21</b>	<b>0</b>	<b>-33</b>	<b>-49</b>





# Appendix: technical details





# The Ipsos Levelling Up Index

## Technical Note

- This report presents the findings of the first wave of research. It is intended to repeat these measurements at regular intervals in the future to track the progress of the Levelling Up strategy.
- The first survey was conducted on 17–23 February 2022, using the Ipsos UK KnowledgePanel (a random probability internet-based panel)
- Interviews were conducted online with adults aged 16+ across the United Kingdom. A total of 4,162 participants were interviewed, including 3,498 in

England, 353 in Scotland, 198 in Wales and 113 in Northern Ireland. Data were weighted to match the profile of the population.

Because some of the issues covered by the Levelling Up missions include policy areas where the primary responsibility has been devolved to the Scottish Government, Welsh Government and/or the Northern Ireland Executive, the UK Government may have direct power

only over the position in England. Therefore, where relevant, figures are shown for responses across England as well as across the UK as a whole.

# The Ipsos Levelling Up Index

## Calculation

- **Each response to a question has a point-score value between +200 and -200:** eg “very satisfied” +200, “fairly satisfied” +100, “neither satisfied nor dissatisfied” 0, “fairly dissatisfied” -100, “very dissatisfied” -200 and “Don’t know” 0.
- **Each Index is calculated as a weighted average of scores on all the questions relevant to that mission** (with a higher weight given for more important questions or those more closely related to the key objectives).
- **The Index score on each mission for any group of the population** (a region, for example, or a demographic group) is simply the average Index score on that mission of all survey participants within that group.
- **The higher the Index score the better.** A positive score (i.e. a score above zero) indicates that there are more and/or stronger satisfied responses than dissatisfied ones. (One “very satisfied” score cancels out two “fairly dissatisfied” scores, and vice versa.)
- **A difference of 1 in the Index score is the equivalent of a one-step difference in responses by 1% of survey participants.** In other words, if 3% of the public were to change from being “fairly satisfied” to “very satisfied” on all the questions related to one of the missions, the overall Index score for that mission would increase by 3 points.

# Deprivation and rurality

## Deprivation

Some of the analysis in this report refers to “most deprived” and “least deprived” groups. This is based on the ONS mid year population estimates in 2019 Index of Multiple Deprivation (IMD), which classifies all neighbourhoods in the country on the basis of a number of criteria and gives them a deprivation score. Neighbourhoods are classified into five groups, each having an equal total population, on the basis of this IMD score, from lowest to highest.

## Rurality

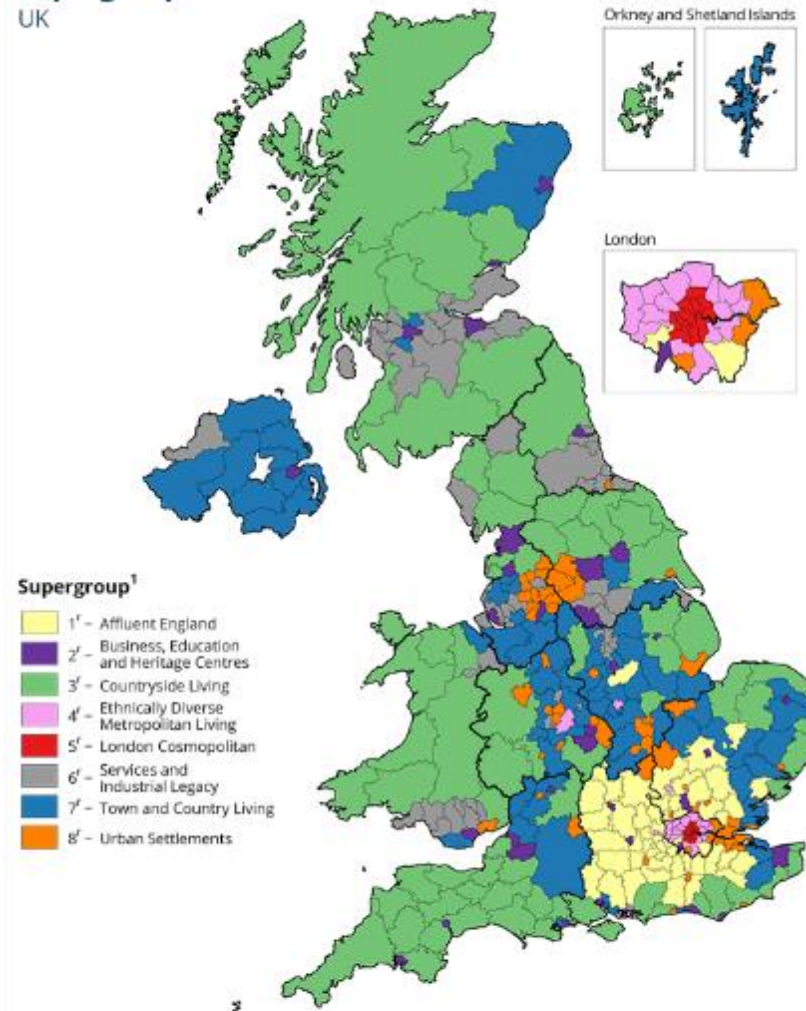
Reference is made in this report to urban and rural areas. This is based on the ONS 2020 mid-year population estimate urban/rural classifications (based on Lower Super Output Areas, LSOAs) for England. Under this classification, 17.1% of the population in England, lives in rural areas while the remainder live in urban areas.



ONS Area Classifications	Brief description
<b>Affluent England</b>	Typically live largely in counties in England near to and around London – Buckinghamshire, Hampshire, Hertfordshire, Kent, Oxfordshire and Surrey
<b>Business, education and heritage centres</b>	Live within larger cities throughout the UK, with either country and/or regional importance.
<b>Countryside living</b>	Characterised by living in rural areas with a low population density and a higher median age compared with the UK as a whole.
<b>Ethnically diverse metropolitan living</b>	Tend to live in Inner and Outer London Boroughs. Areas outside London include Birmingham, Leicester, Luton and Slough
<b>London cosmopolitan</b>	Located within 12 Inner London boroughs, characterised by a very high population density and a relatively low median age
<b>Services and industrial Legacy</b>	Predominately in the Central Belt in Scotland, northern England and south Wales – all traditional mining areas.
<b>Town and country living</b>	Represented within all countries of the UK and English regions with the exception of the North East and London. The population density is below the UK as a whole.
<b>Urban settlements</b>	Confined to the nine English regions and Wales (Newport) only. The areas are characterised by a slightly younger age structure than nationally

## 2011 Area Classification for Local Authorities: Supergroups

UK



Source: Office for National Statistics licensed under the Open Government Licence v.3.0.

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1 The superscript (¹) indicates that these are the corrected and revised supergroup clusters.

In this deck some of the data is broken down using the Office for National Statistics Area Classifications – please see the table and map for more details.

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Key findings

A report produced by Ipsos on behalf of the Royal Foundation Centre for Early Childhood



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## GP PATIENT SURVEY

About the survey

720,000 responses received<sup>1</sup>

293,000 took part online

Includes data on:

- 427,000 patients with a long term condition, disability, or illness
- 143,000 carers
- 83,000 smokers

Overall experience of GP practice:

The majority of patients had a good overall experience of their GP practice (83% in 2021 and 82% in 2020)



720,000

This year's survey was conducted from 10 Jan to 11 Apr 2022. This was after a rise in Covid-19 cases in Dec 2021 but as restrictions were being eased. The 2021 survey took place during the third Covid-19 lockdown. This wider context should be taken into account when looking at results over time.

## Future Flight Challenge – Mini Public Dialogue

A Sciencewise report prepared for the Future Flight Challenge and UK Research and Innovation



Ipsos

The Liminal Space

UK Research and Innovation



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