



25-061766-27 - BURNHAM MANCHESTER

T27	Table 27	Q5 - As you may know, the Prime Minister's office, No.10, is currently based in London. Imagine that the Gc	Base: All adults aged 18+ in GB
T28	Table 28	Q6 - As you may have heard, Andy Burnham, the former mayor of Manchester and the current MP for Mak	Base: All adults aged 18+ in GB
T29	Table 29	Q8 - Which city, if either, do you believe offers the following more: London or Manchester?	Base: All adults aged 18+ in GB
T30	Table 30	Q8 1 - Which city, if either, do you believe offers the following more: London or Manchester? Friendlier pe	Base: All adults aged 18+ in GB
T31	Table 31	Q8 2 - Which city, if either, do you believe offers the following more: London or Manchester? More succes	Base: All adults aged 18+ in GB
T32	Table 32	Q8 3 - Which city, if either, do you believe offers the following more: London or Manchester? A stronger se	Base: All adults aged 18+ in GB
T33	Table 33	Q8 4 - Which city, if either, do you believe offers the following more: London or Manchester? Better job op	Base: All adults aged 18+ in GB
T34	Table 34	Q8 5 - Which city, if either, do you believe offers the following more: London or Manchester? Better school	Base: All adults aged 18+ in GB
T35	Table 35	Q8 6 - Which city, if either, do you believe offers the following more: London or Manchester? Better housin	Base: All adults aged 18+ in GB
T36	Table 36	Q8 7 - Which city, if either, do you believe offers the following more: London or Manchester? A better tran	Base: All adults aged 18+ in GB
T37	Table 37	Q8 8 - Which city, if either, do you believe offers the following more: London or Manchester? The best mu	Base: All adults aged 18+ in GB
T38	Table 38	Q8 9 - Which city, if either, do you believe offers the following more: London or Manchester? Superior foot	Base: All adults aged 18+ in GB
T39	Table 39	Q8 10 - Which city, if either, do you believe offers the following more: London or Manchester? Best visitor	Base: All adults aged 18+ in GB
T40	Table 40	Q8 11 - Which city, if either, do you believe offers the following more: London or Manchester? The best pla	Base: All adults aged 18+ in GB
T41	Table 41	Q8 12 - Which city, if either, do you believe offers the following more: London or Manchester? Better nightl	Base: All adults aged 18+ in GB
T42	Table 42	Q8 13 - Which city, if either, do you believe offers the following more: London or Manchester? A safer city	Base: All adults aged 18+ in GB
T43	Table 43	Q8 14 - Which city, if either, do you believe offers the following more: London or Manchester? The best sh	Base: All adults aged 18+ in GB
T44	Table 44	Q8 15 - Which city, if either, do you believe offers the following more: London or Manchester? The best pa	Base: All adults aged 18+ in GB
T45	Table 45	Q8 16 - Which city, if either, do you believe offers the following more: London or Manchester? Most mana	Base: All adults aged 18+ in GB
T46	Table 46	Q9 - And which city, if either, do you think it's the best to live in overall?	Base: All adults aged 18+ in GB



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Table 27
Q5 - As you may know, the Prime Minister's office, No.10, is currently based in London. Imagine that the Government was going to create a second 'No. 10', another Prime Minister's office that would take some of the powers and responsibility of the current London No.10, in an English city other than London. In which city would you most prefer a satellite 'Number 10' to be housed?
Base: All adults aged 18+ in GB

	GENDER										AGE										REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME						ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	TOTAL		MAN		WOMAN		18-34		35-54		55+		18-75		76+		NORTH		MIDLANDS		SOUTH		LONDON		WALES		SCOTLAND		WORKING		NOT WORKING		ABC1		C2DE		GRADUATES		NON GRADUATES		UP TO £19999		£20000-£24999		£25000-£49999		£50000+		ETHNIC MINORITY GROUPS		WHITE ETHNIC GROUP		CONSERVATIVE		LABOUR		LIBERAL DEMOCRATS		REFORM UK		OTHER		REMAIN		LEAVE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
	18-27	28-34	35-44	45-54	55-64	65-74	75-84	85-94	95-104	105-114	115-124	125-134	135-144	145-154	155-164	165-174	175-184	185-194	195-204	205-214	215-224	225-234	235-244	245-254	255-264	265-274	275-284	285-294	295-304	305-314	315-324	325-334	335-344	345-354	355-364	365-374	375-384	385-394	395-404	405-414	415-424	425-434	435-444	445-454	455-464	465-474	475-484	485-494	495-504	505-514	515-524	525-534	535-544	545-554	555-564	565-574	575-584	585-594	595-604	605-614	615-624	625-634	635-644	645-654	655-664	665-674	675-684	685-694	695-704	705-714	715-724	725-734	735-744	745-754	755-764	765-774	775-784	785-794	795-804	805-814	815-824	825-834	835-844	845-854	855-864	865-874	875-884	885-894	895-904	905-914	915-924	925-934	935-944	945-954	955-964	965-974	975-984	985-994	1000-1009	1010-1019	1020-1029	1030-1039	1040-1049	1050-1059	1060-1069	1070-1079	1080-1089	1090-1099	1100-1109	1110-1119	1120-1129	1130-1139	1140-1149	1150-1159	1160-1169	1170-1179	1180-1189	1190-1199	1200-1209	1210-1219	1220-1229	1230-1239	1240-1249	1250-1259	1260-1269	1270-1279	1280-1289	1290-1299	1300-1309	1310-1319	1320-1329	1330-1339	1340-1349	1350-1359	1360-1369	1370-1379	1380-1389	1390-1399	1400-1409	1410-1419	1420-1429	1430-1439	1440-1449	1450-1459	1460-1469	1470-1479	1480-1489	1490-1499	1500-1509	1510-1519	1520-1529	1530-1539	1540-1549	1550-1559	1560-1569	1570-1579	1580-1589	1590-1599	1600-1609	1610-1619	1620-1629	1630-1639	1640-1649	1650-1659	1660-1669	1670-1679	1680-1689	1690-1699	1700-1709	1710-1719	1720-1729	1730-1739	1740-1749	1750-1759	1760-1769	1770-1779	1780-1789	1790-1799	1800-1809	1810-1819	1820-1829	1830-1839	1840-1849	1850-1859	1860-1869	1870-1879	1880-1889	1890-1899	1900-1909	1910-1919	1920-1929	1930-1939	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009	2010-2019	2020-2029	2030-2039	2040-2049	2050-2059	2060-2069	2070-2079	2080-2089	2090-2099	2100-2109	2110-2119	2120-2129	2130-2139	2140-2149	2150-2159	2160-2169	2170-2179	2180-2189	2190-2199	2200-2209	2210-2219	2220-2229	2230-2239	2240-2249	2250-2259	2260-2269	2270-2279	2280-2289	2290-2299	2300-2309	2310-2319	2320-2329	2330-2339	2340-2349	2350-2359	2360-2369	2370-2379	2380-2389	2390-2399	2400-2409	2410-2419	2420-2429	2430-2439	2440-2449	2450-2459	2460-2469	2470-2479	2480-2489	2490-2499	2500-2509	2510-2519	2520-2529	2530-2539	2540-2549	2550-2559	2560-2569	2570-2579	2580-2589	2590-2599	2600-2609	2610-2619	2620-2629	2630-2639	2640-2649	2650-2659	2660-2669	2670-2679	2680-2689	2690-2699	2700-2709	2710-2719	2720-2729	2730-2739	2740-2749	2750-2759	2760-2769	2770-2779	2780-2789	2790-2799	2800-2809	2810-2819	2820-2829	2830-2839	2840-2849	2850-2859	2860-2869	2870-2879	2880-2889	2890-2899	2900-2909	2910-2919	2920-2929	2930-2939	2940-2949	2950-2959	2960-2969	2970-2979	2980-2989	2990-2999	3000-3009	3010-3019	3020-3029	3030-3039	3040-3049	3050-3059	3060-3069	3070-3079	3080-3089	3090-3099	3100-3109	3110-3119	3120-3129	3130-3139	3140-3149	3150-3159	3160-3169	3170-3179	3180-3189	3190-3199	3200-3209	3210-3219	3220-3229	3230-3239	3240-3249	3250-3259	3260-3269	3270-3279	3280-3289	3290-3299	3300-3309	3310-3319	3320-3329	3330-3339	3340-3349	3350-3359	3360-3369	3370-3379	3380-3389	3390-3399	3400-3409	3410-3419	3420-3429	3430-3439	3440-3449	3450-3459	3460-3469	3470-3479	3480-3489	3490-3499	3500-3509	3510-3519	3520-3529	3530-3539	3540-3549	3550-3559	3560-3569	3570-3579	3580-3589	3590-3599	3600-3609	3610-3619	3620-3629	3630-3639	3640-3649	3650-3659	3660-3669	3670-3679	3680-3689	3690-3699	3700-3709	3710-3719	3720-3729	3730-3739	3740-3749	3750-3759	3760-3769	3770-3779	3780-3789	3790-3799	3800-3809	3810-3819	3820-3829	3830-3839	3840-3849	3850-3859	3860-3869	3870-3879	3880-3889	3890-3899	3900-3909	3910-3919	3920-3929	3930-3939	3940-3949	3950-3959	3960-3969	3970-3979	3980-3989	3990-3999	4000-4009	4010-4019	4020-4029	4030-4039	4040-4049	4050-4059	4060-4069	4070-4079	4080-4089	4090-4099	4100-4109	4110-4119	4120-4129	4130-4139	4140-4149	4150-4159	4160-4169	4170-4179	4180-4189	4190-4199	4200-4209	4210-4219	4220-4229	4230-4239	4240-4249	4250-4259	4260-4269	4270-4279	4280-4289	4290-4299	4300-4309	4310-4319	4320-4329	4330-4339	4340-4349	4350-4359	4360-4369	4370-4379	4380-4389	4390-4399	4400-4409	4410-4419	4420-4429	4430-4439	4440-4449	4450-4459	4460-4469	4470-4479	4480-4489	4490-4499	4500-4509	4510-4519	4520-4529	4530-4539	4540-4549	4550-4559	4560-4569	4570-4579	4580-4589	4590-4599	4600-4609	4610-4619	4620-4629	4630-4639	4640-4649	4650-4659	4660-4669	4670-4679	4680-4689	4690-4699	4700-4709	4710-4719	4720-4729	4730-4739	4740-4749	4750-4759	4760-4769	4770-4779	4780-4789	4790-4799	4800-4809	4810-4819	4820-4829	4830-4839	4840-4849	4850-4859	4860-4869	4870-4879	4880-4889	4890-4899	4900-4909	4910-4919	4920-4929	4930-4939	4940-4949	4950-4959	4960-4969	4970-4979	4980-4989	4990-4999	5000-5009	5010-5019	5020-5029	5030-5039	5040-5049	5050-5059	5060-5069	5070-5079	5080-5089	5090-5099	5100-5109	5110-5119	5120-5129	5130-5139	5140-5149	5150-5159	5160-5169	5170-5179	5180-5189	5190-5199	5200-5209	5210-5219	5220-5229	5230-5239	5240-5249	5250-5259	5260-5269	5270-5279	5280-5289	5290-5299	5300-5309	5310-5319	5320-5329	5330-5339	5340-5349	5350-5359	5360-5369	5370-5379	5380-5389	5390-5399	5400-5409	5410-5419	5420-5429	5430-5439	5440-5449	5450-5459	5460-5469	5470-5479	5480-5489	5490-5499	5500-5509	5510-5519	5520-5529	5530-5539	5540-5549	5550-5559	5560-5569	5570-5579	5580-5589	5590-5599	5600-5609	5610-5619	5620-5629	5630-5639	5640-5649	5650-5659	5660-5669	5670-5679	5680-5689	5690-5699	5700-5709	5710-5719	5720-5729	5730-5739	5740-5749	5750-5759	5760-5769	5770-5779	5780-5789	5790-5799	5800-5809	5810-5819	5820-5829	5830-5839	5840-5849	5850-5859	5860-5869	5870-5879	5880-5889	5890-5899	5900-5909	5910-5919	5920-5929	5930-5939	5940-5949	5950-5959	5960-5969	5970-5979	5980-5989	5990-5999	6000-6009	6010-6019	6020-6029	6030-6039	6040-6049	6050-6059	6060-6069	6070-6079	6080-6089	6090-6099	6100-6109	6110-6119	6120-6129	6130-6139	6140-6149	6150-6159	6160-6169	6170-6179	6180-6189	6190-6199	6200-6209	6210-6219	6220-6229	6230-6239	6240-6249	6250-6259	6260-6269	6270-6279	6280-6289	6290-6299	6300-6309	6310-6319	6320-6329	6330-6339	6340-6349	6350-6359	6360-6369	6370-6379	6380-6389	6390-6399	6400-6409	6410-6419	6420-6429	6430-6439	6440-6449	6450-6459	6460-6469	6470-6479	6480-6489	6490-6499	6500-6509	6510-6519	6520-6529	6530-6539	6540-6549	6550-6559	6560-6569	6570-6579	6580-6589	6590-6599	6600-6609	6610-6619	6620-6629	6630-6639	6640-6649	6650-6659	6660-6669	6670-6679	6680-6689	6690-6699	6700-6709	6710-6719	6720-6729	6730-6739	6740-6749	6750-6759	6760-6769	6770-6779	6780-6789	6790-6799	6800-6809	6810-6819	6820-6829	6830-6839	6840-6849	6850-6859	6860-6869	6870-6879	6880-6889	6890-6899	6900-6909	6910-6919	6920-6929	6930-6939	6940-6949	6950-6959	6960-6969	6970-6979	6980-6989	6990-6999	7000-7009	7010-7019	7020-7029	7030-7039	7040-7049	7050-7059	7060-7069	7070-7079	7080-7089	7090-7099	7100-7109	7110-7119	7120-7129	7130-7139	7140-7149	7150-7159	7160-7169	7170-7179	7180-7189	7190-7199	7200-7209	7210-7219	7220-7229	7230-7239	7240-7249	7250-7259	7260-7269	7270-7279	7280-7289	7290-7299	7300-7309	7310-7319	7320-7329	7330-7339	7340-7349	7350-7359	7360-7369	7370-7379	7380-7389	7390-7399	7400-7409	7410-7419	7420-7429	7430-7439	7440-7449	7450-7459	7460-7469	7470-7479	7480-7489	7490-7499	7500-7509	7510-7519	7520-7529	7530-7539	7540-7549	7550-7559	7560-7569	7570-7579	7580-7589	7590-7599	7600-7609	7610-7619	7620-7629	7630-7639	7640-7649	7650-7659	7660-7669	7670-7679	7680-7689	7690-7699	7700-7709	7710-7719	7720-7729	7730-7739	7740-7749	7750-7759	7760-7769	7770-7779	7780-7789	7790-7799	7800-7809	7810-7819	7820-7829	7830-7839	7840-7849	7850-7859	7860-7869	7870-7879	7880-7889	7890-7899	7900-7909	7910-7919	7920-7929	7930-7939	7940-7949	7950-7959	7960-7969	7970-7979	7980-7989	7990-7999	8000-8009	8010-8019	8020-8029	8030-8039	8040-8049	8050-8059	8060-8069	8070-8079	8080-8089	8090-8099	8100-8109	8110-8119	8120-8129	8130-8139	8140-8149	8150-8159	8160-8169	8170-8179	8180-8189	8190-8199	8200-8209	8210-8219	8220-8229	8230-8239	8240-8249	8250-8259	8260-8269	8270-8279	8280-8289	8290-8299	8300-8309	8310-8319	8320-8329	8330-8339	8340-8349	8350-8359	8360-8369	8370-8379	8380-8389	8390-8399	8400-8409	8410-8419	8420-8429	8430-8439	8440-8449	8450-8459	8460-8469	8470-8479	8480-8489	8490-8499	8500-8509	8510-8519	8520-8529	8530-8539	8540-8549	8550-8559	8560-8569	8570-8579	8580-8589	8590-8599	8600-8609	8610-8619	8620-8629



Table 28
Q6 - As you may have heard, Andy Burnham, the former mayor of Manchester and the current MP for Makenfield, has said that, should he become the next Prime Minister, he will set up a 'No. 10 North' in Manchester, which will oversee a devolution of power and resources across the UK. He has further said that he personally would plan to spend some of his working week in Manchester. Parliament would continue to be housed in Westminster in London. Which of the following, if any, do you think Andy Burnham should do if he becomes Prime Minister?

Base: All adults aged 18+ in GB

	GENDER			AGE					REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATE	NON GRADUATE	UP TO £13999	£14000-£24999	£25000-£34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE							
																																		(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted base	1127	558	569	173	402	162	75	28	271	18	111	81	8	10	559	568	391	168	377	750	86	238	233	762	151	974	399	80	5	10	274	77	408							
Weighted base	1127	576	551	177	392	162	75	28	273	18	109	80	8	10	568	561	393	166	377	749	87	239	233	762	151	974	399	80	5	10	273	77	407							
He should be based in London	519	267	252	110	158	241	474	36	79	141	137	61	27	40	316	194	100	210	329	381	82	111	135	131	44	458	142	86	27	91	36	158	126							
	45%	49%	42%	36%	42%	54%	58%	56%	28%	48%	53%	58%	48%	41%	45%	45%	47%	43%	35%	50%	46%	44%	51%	41%	33%	47%	39%	33%	33%	56%	32%	38%	60%							
He should be based in Manchester	53	26	26	23	18	12	50	3	18	19	5	5	3	3	38	15	23	29	18	35	11	15	10	14	11	41	4	16	1	8	8	18	15							
	5%	5%	5%	8%	5%	3%	5%	4%	7%	7%	2%	3%	5%	3%	5%	3%	4%	6%	5%	5%	6%	6%	4%	4%	9%	4%	2%	6%	1%	5%	7%	4%	4%							
He should split his time between London and Manchester	389	196	193	115	134	140	170	20	140	88	72	37	17	34	252	138	237	153	174	216	47	82	100	139	42	345	39	142	44	43	44	186	101							
	35%	36%	34%	38%	36%	31%	35%	30%	52%	30%	28%	24%	31%	36%	36%	32%	37%	31%	47%	28%	26%	32%	38%	43%	33%	35%	20%	52%	53%	26%	39%	45%	27%							
Other	31	20	8	11	11	8	30	1	10	8	9	2	*	*	13	17	16	15	16	17	10	9	3	6	9	21	1	5	4	5	6	10	9							
	3%	4%	1%	4%	3%	2%	3%	2%	4%	3%	4%	1%	1%	1%	2%	4%	2%	3%	4%	2%	6%	4%	1%	2%	7%	2%	1%	2%	4%	3%	5%	3%	2%							
Don't know	144	37	105	48	51	45	138	6	27	36	32	22	8	19	77	67	61	83	33	111	27	36	19	33	20	119	6	16	7	15	19	40	28							
	13%	7%	18%	15%	14%	10%	13%	9%	10%	12%	13%	14%	14%	20%	11%	16%	10%	13%	9%	15%	15%	14%	7%	10%	15%	12%	3%	6%	9%	9%	17%	10%	7%							

Proportions/Means: Columns Totals (3% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 29

Q8 - Which city, if either, do you believe offers the following more: London or Manchester?

Base: All adults aged 18+ in GB

	Friendlier people	More successful people	A stronger sense of community / identity	Better job opportunities	Better schools / universities	Better housing options	A better transport network	The best music / musicians / bands	Superior football teams	Best visitor attractions / tourist attractions	The best place to raise a family	Better nightlife e.g. bars / pubs, music venues and restaurants	A safer city	The best shopping	The best parks / green spaces / environment	Most manageable cost of living
UNWEIGHTED BASE	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127
WEIGHTED BASE	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127	1127
London	82	540	104	448	386	99	549	229	210	772	96	335	110	485	390	38
	7%	48%	9%	40%	34%	9%	49%	20%	19%	69%	9%	30%	10%	43%	35%	3%
Manchester	538	46	498	104	68	455	105	273	322	53	314	182	265	88	176	637
	48%	4%	44%	9%	6%	40%	9%	24%	29%	5%	28%	16%	24%	8%	16%	57%
Both equally	185	253	209	245	298	161	219	320	229	147	210	310	197	267	205	118
	16%	22%	19%	22%	26%	14%	19%	28%	20%	13%	19%	28%	17%	24%	18%	10%
Neither	168	73	146	109	109	173	58	89	123	39	291	69	375	57	101	196
	15%	7%	13%	10%	10%	15%	5%	8%	11%	3%	26%	6%	33%	5%	9%	17%
Don't know	153	216	169	222	266	239	196	216	242	115	216	231	181	230	255	139
	14%	19%	15%	20%	24%	21%	17%	19%	21%	10%	19%	20%	16%	20%	23%	12%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 20
Q8_1 - Which city, if either, do you believe offers the following more: London or Manchester? Friendlier people

Base: All adults aged 18+ in GB

	GENDER			AGE					REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000-£14999	£15000-£19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE							
	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE	UNWEIGHTED BASE	WEIGHTED BASE						
London	1127	546	581	177	477	479	777	351	275	185	112	81	77	107	588	531	393	137	37	83	77	241	390	65	482	297	84	101	111	101	111	497	631							
	7%	7%	8%	11%	7%	5%	7%	7%	4%	7%	10%	12%	-	7%	8%	12%	7%	8%	6%	7%	7%	9%	9%	8%	6%	22%	5%	12%	4%	7%	9	12%	6%	8%						
Manchester	538	250	282	114	190	215	505	94	190	136	84	51	20	57	353	186	133	205	201	338	69	120	123	185	42	490	77	152	40	70	70	223	179							
	48%	46%	49%	43%	51%	48%	48%	52%	70%	47%	53%	33%	36%	59%	51%	43%	52%	42%	55%	44%	39%	47%	46%	57%	34%	50%	40%	55%	48%	44%	62%	54%	46%							
Both equally	185	103	82	61	47	77	175	10	25	44	55	45	6	10	103	82	98	87	62	123	23	45	52	50	22	162	36	57	23	18	4	63	62							
	16%	19%	14%	20%	13%	17%	17%	10%	9%	15%	22%	24%	11%	10%	15%	19%	15%	18%	17%	36%	13%	18%	13%	19%	14%	10%	12%	27%	10%	4%	15%	16%								
Neither	168	101	65	31	63	74	161	8	31	43	45	27	20	12	105	64	88	81	33	136	32	32	39	50	16	151	39	32	5	41	11	53	78							
	15%	19%	11%	10%	17%	17%	15%	12%	12%	15%	18%	11%	36%	12%	15%	15%	14%	16%	9%	18%	18%	11%	15%	15%	12%	15%	20%	12%	6%	26%	10%	13%	22%							
Don't know	159	53	97	47	46	40	144	9	12	47	47	26	9	11	82	71	66	87	47	106	37	34	21	24	19	130	18	23	10	15	20	49	35							
	14%	10%	17%	15%	12%	13%	14%	14%	5%	16%	18%	16%	17%	12%	12%	16%	10%	18%	13%	14%	21%	14%	12%	7%	15%	13%	10%	8%	17%	9%	18%	12%	9%							

Proportions/Means: Columns Totals (2% risk level) a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - f/g
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table B1
Q8_2 - Which city, if either, do you believe offers the following more: London or Manchester? More successful people

Base: All adults aged 18+ in GB

	GENDER		AGE							REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	65+	75+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£24999	£25000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1127	559	576	173	486	167	42	1078	69	275	306	254	136	56	100	168	441	75	370	637	490	158	228	255	387	150	108	169	163	95	115	103	467	321	
WEIGHTED BASE	1127	568	559	177	472	168	42	1078	69	275	306	254	136	56	100	168	441	75	370	637	490	158	228	255	387	150	108	169	163	95	115	103	471	319	
London	349	284	264	153	177	210	28	512	28	127	121	120	28	54	342	108	189	203	105	345	79	108	128	180	76	458	104	118	46	20	33	211	178		
	48%	52%	64%	50%	48%	47%	43%	47%	41%	47%	41%	47%	57%	51%	57%	49%	46%	53%	41%	53%	45%	43%	48%	55%	60%	47%	54%	50%	55%	43%	47%	51%	47%		
Manchester	46	25	21	18	15	13	46	-	15	15	9	3	2	1	38	8	15	31	17	29	8	15	7	14	5	40	7	12	1	16	2	17	18		
	4%	5%	4%	6%	4%	3%	4%	-	6%	5%	3%	2%	3%	1%	5%	2%	2%	6%	5%	4%	4%	6%	3%	4%	4%	4%	4%	4%	5%	2%	10%	2%	4%	5%	
Both equally	253	115	135	73	75	100	234	19	73	72	53	34	8	15	143	110	141	112	74	179	38	64	65	65	25	224	40	66	22	18	19	84	92		
	22%	21%	24%	24%	20%	23%	23%	20%	27%	21%	20%	22%	15%	16%	21%	25%	22%	23%	20%	24%	21%	21%	24%	20%	20%	23%	22%	24%	24%	24%	17%	20%	24%		
Neither	73	38	32	11	20	34	69	5	14	20	18	13	5	5	45	28	36	37	20	54	15	13	22	18	4	67	11	15	2	19	6	22	32		
	7%	7%	6%	4%	6%	8%	8%	7%	5%	7%	7%	8%	8%	3%	6%	7%	6%	8%	5%	7%	8%	5%	8%	5%	8%	7%	6%	6%	4%	3%	12%	5%	8%		
Don't know	218	94	129	53	77	86	202	14	41	64	19	10	12	21	128	88	106	109	62	153	38	54	45	49	16	196	29	48	18	18	32	79	58		
	19%	15%	23%	17%	21%	19%	19%	21%	15%	22%	23%	12%	22%	22%	18%	20%	17%	22%	17%	20%	21%	21%	17%	15%	13%	20%	15%	16%	15%	12%	28%	19%	15%		

Proportions/Means: Columns Totald (3% risk level) a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlap formulas used. * small base

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Table B2
Q8_3 - Which city, if either, do you believe offers the following more: London or Manchester? A stronger sense of community / identity

Base: All adults aged 18+ in GB

	GENDER		AGE							REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2024 VOTE	
			MAN	WOMAN	18-34	35-54	55-64	65-74	75+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19,999	£20,000-£24,999	£25,000-£34,999	£35,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
	TOTAL	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
UNWEIGHTED BASE	1127	539	576	323	392	412	359	69	275	100	254	118	10	100	686	441	751	316	607	40	150	229	215	162	130	166	169	113	117	311	407	323			
WEIGHTED BASE	1127	536	589	322	392	412	359	70	275	100	254	117	10	100	686	441	751	316	607	40	150	231	215	162	130	166	169	113	117	311	407	323			
London	308	155	150	90	111	121	100	4	11	25	30	3	6	31	23	64	40	44	60	8	23	23	42	38	76	38	25	4	18	9	36	35			
9%	10%	10%	10%	8%	8%	5%	18%	9%	7%	4%	8%	12%	18%	6%	6%	12%	5%	10%	8%	12%	8%	5%	9%	9%	13%	22%	8%	9%	9%	5%	11%	8%	8%		
Manchester	498	246	249	114	160	225	489	29	156	122	99	40	22	59	306	193	105	184	182	317	79	105	128	154	47	448	80	133	37	68	68	218	184		
48%	45%	44%	37%	43%	50%	44%	44%	44%	36%	42%	39%	25%	40%	82%	46%	45%	40%	30%	42%	45%	42%	48%	42%	48%	47%	37%	45%	42%	48%	48%	45%	42%	62%	53%	43%
Both equally	299	108	99	83	63	63	201	8	42	52	44	50	11	10	114	74	110	99	99	64	145	27	56	53	58	24	182	31	63	27	25	10	69	55	
19%	20%	17%	27%	17%	14%	19%	12%	15%	18%	18%	17%	16%	20%	11%	19%	19%	17%	17%	20%	18%	19%	15%	22%	20%	18%	19%	18%	16%	23%	12%	16%	9%	17%	15%	
Neither	148	73	72	34	54	75	130	17	38	34	40	38	11	7	82	64	72	74	32	115	27	35	35	33	13	112	41	24	8	27	9	39	79		
13%	13%	13%	6%	14%	17%	12%	26%	14%	12%	15%	11%	20%	7%	12%	15%	11%	15%	9%	15%	15%	14%	13%	10%	10%	10%	13%	22%	9%	9%	17%	8%	9%	22%	8%	
Don't know	189	64	100	43	64	63	182	7	23	59	44	31	8	14	93	76	86	83	46	123	36	33	26	39	15	147	22	29	8	23	16	52	46		
15%	12%	18%	14%	17%	14%	15%	11%	9%	20%	17%	13%	14%	19%	13%	18%	14%	17%	12%	16%	12%	20%	13%	10%	12%	12%	15%	11%	11%	10%	14%	14%	12%	12%		

Proportions/Means: Columns Totald (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlapping formulae used. * small base

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Table B3
Q8_4 - Which city, if either, do you believe offers the following more: London or Manchester? Better job opportunities

Base: All adults aged 18+ in GB

	GENDER		AGE						REGION				WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE			
	MAN	WOMAN	18-34	35-54	55-64	65+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£24999	£25000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
	TOTAL		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)
UNWEIGHTED BASE	1127	539	576	323	392	412	1078	69	276	160	254	118	11	199	666	461	751	370	637	40	159	239	215	162	130	166	169	113	64	111	109	407	323	
WEIGHTED BASE	1127	568	559	349	407	412	1078	70	276	161	254	118	11	199	667	462	751	370	637	40	159	239	215	162	130	166	169	113	64	111	109	407	323	
London	448	234	210	126	158	164	433	15	93	88	116	64	21	38	208	151	277	171	163	285	54	96	104	167	64	381	75	127	37	54	48	178	151	
	40%	43%	37%	41%	43%	37%	41%	30%	35%	30%	45%	59%	38%	38%	43%	35%	44%	35%	35%	44%	38%	30%	38%	39%	51%	51%	39%	39%	40%	44%	34%	39%	43%	40%
Manchester	194	55	48	38	31	25	98	6	30	30	27	9	6	11	73	21	60	44	39	64	22	26	24	35	13	91	16	26	5	19	14	41	50	
	17%	10%	10%	12%	8%	8%	11%	9%	11%	10%	7%	8%	10%	12%	10%	7%	9%	9%	11%	8%	7%	10%	9%	11%	10%	9%	8%	9%	6%	12%	13%	10%	8%	
Both equally	245	121	121	68	78	103	220	25	64	81	48	25	14	13	133	112	138	106	74	171	35	69	62	60	28	217	51	57	28	41	12	74	96	
	22%	22%	23%	22%	20%	23%	21%	88%	24%	28%	19%	18%	20%	14%	19%	20%	22%	22%	20%	23%	22%	27%	23%	19%	18%	22%	21%	28%	25%	11%	18%	18%	15%	
Neither	109	57	50	24	30	46	104	5	31	35	21	12	4	6	76	33	51	58	25	84	32	18	30	16	13	94	76	17	5	24	13	37	48	
	10%	10%	9%	8%	10%	10%	10%	8%	12%	12%	8%	8%	7%	6%	11%	8%	8%	12%	7%	11%	18%	7%	11%	5%	11%	10%	13%	6%	6%	15%	11%	9%	13%	
Don't know	222	79	140	52	70	99	207	14	52	57	55	18	10	30	117	104	110	111	66	155	45	47	48	14	203	24	48	13	23	30	82	53		
	20%	14%	23%	17%	19%	22%	20%	22%	19%	20%	21%	11%	18%	1%	17%	24%	17%	23%	18%	20%	18%	18%	17%	15%	11%	21%	13%	18%	16%	14%	20%	20%	14%	

Proportions/Means: Columns Totals (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlapping formulas used. * small base

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25-061766-27 - BURNHAM MANCHESTER
BNC - 7TH MAY 2026
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8 Jul 2026

Table 24
Q8_5 - Which city, if either, do you believe offers the following more: London or Manchester? Better schools / universities

Base: All adults aged 18+ in GB

UNWEIGHTED BASE WEIGHTED BASE LONDON	GENDER			AGE					REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-25	26+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£24999	£25000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE							
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)						
1127	539	588	373	392	362	362	275	852	275	185	111	83	85	109	598	529	391	736	337	788	340	266	255	162	64	104	597	530	10	24	55	83	28	47	15	106	102			
1127	539	588	373	392	362	362	275	852	275	185	111	83	85	109	598	529	391	736	337	788	340	266	255	162	64	104	597	530	10	24	55	83	28	47	15	106	102			
346	202	146	117	118	142	142	172	14	76	102	93	14	16	29	243	143	239	128	146	240	48	85	33	138	53	335	75	80	30	51	45	146	131	146	131	146	131			
34%	37%	31%	38%	34%	32%	35%	32%	28%	35%	36%	36%	47%	29%	27%	35%	33%	43%	28%	40%	32%	23%	34%	35%	42%	42%	33%	37%	33%	38%	32%	40%	35%	35%	35%	35%	35%				
68	43	24	15	31	21	21	64	3	35	13	10	2	2	6	52	16	35	32	25	43	12	15	14	22	4	63	9	24	7	14	5	24	30	24	30					
6%	8%	4%	5%	8%	5%	6%	6%	5%	13%	4%	4%	1%	4%	6%	7%	4%	6%	7%	7%	6%	7%	6%	5%	7%	4%	6%	4%	9%	9%	9%	9%	4%	6%	8%	8%					
298	136	163	88	79	131	131	273	25	84	84	63	39	15	14	176	123	165	133	100	189	46	77	71	84	42	253	55	83	26	47	15	106	102	106	102					
26%	25%	29%	23%	21%	29%	29%	26%	88%	31%	29%	24%	25%	27%	15%	25%	28%	26%	27%	27%	26%	25%	25%	21%	27%	26%	31%	20%	30%	31%	29%	29%	13%	26%	27%	27%					
109	65	43	23	47	38	38	163	6	26	23	30	12	9	8	80	29	45	63	23	87	22	24	26	25	5	104	23	21	5	28	9	31	54	31	54					
10%	12%	8%	7%	13%	9%	9%	10%	9%	10%	8%	12%	8%	17%	9%	11%	7%	7%	13%	6%	11%	12%	9%	10%	8%	4%	11%	12%	8%	6%	18%	8%	8%	8%	8%	14%					
266	100	163	64	86	116	116	249	17	49	70	62	31	13	42	146	120	132	134	76	180	58	51	62	57	23	236	35	57	16	21	39	105	62	62	62					
24%	18%	23%	21%	23%	20%	20%	24%	18%	24%	24%	24%	19%	23%	44%	21%	26%	21%	27%	21%	25%	33%	20%	23%	17%	18%	24%	18%	21%	19%	13%	25%	26%	26%	26%	26%					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - f/g
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in GB

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



25-061766-27 - BURNHAM MANCHESTER
BNC - 7TH MAY 2026
PUBLIC
IPSCS

8 Jul 2026

Table 36
Q8_7 - Which city, if either, do you believe offers the following more: London or Manchester? A better transport network

Base: All adults aged 18+ in GB

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £13999	£10000-£14999	£15000-£19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
	TOTAL	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66
UNWEIGHTED BASE	1127	539	576	323	392	412	1078	69	275	160	254	118	100	686	441	751	376	637	493	150	226	215	162	130	156	169	113	64	111	117	497	323	
WEIGHTED BASE	1127	549	579	329	397	417	1078	69	275	160	254	118	100	686	441	751	376	637	493	150	226	215	162	130	156	169	113	64	111	117	497	323	
London	349	173	269	159	178	212	529	20	135	146	123	92	34	336	213	153	196	209	143	62	128	121	196	70	473	103	143	42	82	57	232	173	
	49%	50%	52%	50%	52%	51%	50%	29%	48%	47%	48%	47%	31%	48%	49%	55%	40%	57%	45%	35%	50%	45%	60%	55%	48%	53%	52%	50%	51%	51%	54%	46%	
Manchester	105	48	57	16	40	49	97	8	38	19	24	3	5	70	35	57	48	31	72	25	21	28	27	11	94	19	33	6	13	19	45	37	
	9%	9%	10%	5%	11%	11%	9%	13%	14%	7%	10%	2%	10%	10%	8%	9%	10%	9%	10%	14%	8%	11%	8%	8%	10%	10%	12%	8%	6%	17%	11%	10%	
Both equally	219	112	106	65	73	82	202	17	48	62	34	41	12	25	145	74	113	105	64	104	38	49	55	55	25	182	35	62	16	28	11	58	87
	19%	21%	19%	21%	20%	18%	19%	20%	18%	21%	13%	24%	21%	21%	15%	17%	18%	21%	18%	20%	22%	20%	21%	17%	20%	20%	18%	22%	19%	14%	9%	14%	13%
Neither	58	39	18	13	20	25	54	4	13	8	25	2	6	5	37	21	26	32	15	43	8	7	19	10	2	55	11	9	5	12	2	15	28
	5%	7%	3%	4%	5%	6%	5%	6%	5%	3%	10%	1%	11%	5%	5%	5%	4%	7%	4%	6%	5%	3%	7%	3%	2%	6%	6%	3%	6%	8%	2%	4%	8%
Don't know	196	74	119	54	61	80	180	16	35	56	50	20	12	22	108	88	87	108	47	149	44	48	44	38	19	170	26	28	14	24	24	72	53
	17%	14%	18%	16%	16%	18%	17%	24%	13%	19%	19%	13%	22%	23%	15%	20%	14%	22%	13%	20%	23%	19%	17%	12%	15%	17%	14%	10%	16%	15%	15%	17%	14%

Proportions/Means: Columns Totald (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlapping formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 27
Q8_8 - Which city, if either, do you believe offers the following more: London or Manchester? The best music / musicians / bands

Base: All adults aged 18+ in GB

	GENDER		AGE							REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
			MAN	WOMAN	18-34	35-54	55+	18-25	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £13999	£10000-£14999	£15000-£19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
	TOTAL	66	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61
UNWEIGHTED BASE	1127	539	576	323	392	412	339	69	275	166	254	118	155	160	666	441	751	376	637	790	38	239	245	302	154	974	180	393	80	151	96	155	116	497	630
WEIGHTED BASE	1127	569	559	367	457	477	415	157	210	171	275	217	125	177	577	462	753	376	637	790	37	211	219	276	157	974	180	393	80	151	96	155	116	497	630
London	229	103	125	73	70	86	220	9	45	53	56	52	11	17	145	84	159	70	87	142	37	45	53	78	40	179	54	35	15	24	22	83	48		
	20%	18%	22%	24%	19%	19%	21%	14%	15%	18%	22%	33%	19%	17%	21%	33%	23%	14%	24%	18%	21%	16%	20%	24%	5%	36%	18%	28%	18%	18%	15%	19%	20%	18%	
Manchester	273	147	123	65	109	99	258	16	105	80	41	33	7	28	187	86	149	124	88	186	44	48	65	96	39	252	34	77	15	52	30	104	101		
	24%	27%	22%	21%	29%	22%	24%	24%	30%	27%	16%	8%	12%	28%	27%	20%	23%	23%	24%	24%	23%	19%	24%	29%	15%	26%	18%	28%	18%	33%	27%	25%	27%		
Both equally	320	153	163	96	87	137	299	21	57	88	83	50	20	21	192	127	168	151	100	220	38	95	81	76	34	283	52	77	33	49	30	125	111		
	28%	26%	29%	31%	23%	31%	24%	32%	21%	30%	27%	19%	37%	21%	28%	30%	24%	31%	27%	29%	22%	17%	30%	23%	27%	29%	27%	28%	39%	31%	26%	28%	29%		
Neither	80	50	37	19	37	33	88	3	28	20	24	30	7	2	58	31	46	43	19	69	17	14	33	14	5	83	18	22	3	13	4	27	31		
	8%	9%	7%	6%	10%	7%	8%	4%	10%	7%	9%	6%	14%	2%	8%	7%	7%	9%	5%	9%	10%	7%	12%	4%	4%	8%	9%	8%	3%	8%	4%	7%	8%		
Don't know	216	93	120	54	70	93	199	17	40	51	53	33	10	29	114	102	115	102	74	143	40	53	34	62	23	188	33	47	18	22	26	83	66		
	19%	17%	21%	16%	19%	21%	19%	26%	15%	17%	21%	21%	18%	16%	16%	16%	14%	21%	20%	19%	3%	21%	11%	19%	18%	19%	17%	17%	27%	14%	23%	20%	18%		

Proportions/Means: Columns Totald (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlapping formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 28
Q8_9 - Which city, if either, do you believe offers the following more: London or Manchester? Superior football teams

Base: All adults aged 18+ in GB

	GENDER			AGE					REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£24999	£25000-£34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE								
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)							
	UNWEIGHTED BASE	1127	559	568	333	302	492	308	97	271	116	111	83	86	108	509	617	391	406	377	351	116	336	255	162	104	104	267	311	30	101	10	10	10	10	10					
WEIGHTED BASE	1127	559	568	333	302	492	308	97	271	116	111	83	86	108	509	617	391	406	377	351	116	336	255	162	104	104	267	311	30	101	10	10	10	10	10	10					
London	210	106	104	76	68	106	203	8	31	37	50	33	12	7	135	75	132	78	71	139	16	44	158	79	40	162	31	48	12	51	16	80	49								
19%	3		14%	23%	18%	15%	19%	12%	11%	20%	19%	18%	22%	8%	18%	19%	17%	21%	16%	19%	18%	9%	17%	22%	24%	1	1	1	1	1	1	1	1	1	1						
Manchester	322	166	157	92	120	111	300	22	112	90	59	32	5	24	218	105	170	153	100	223	50	78	73	100	38	281	50	100	21	51	27	110	114								
29%	30%	30%	28%	30%	32%	25%	28%	34%	44%	31%	21%	20%	9%	25%	31%	24%	27%	31%	27%	29%	28%	31%	28%	31%	30%	28%	26%	36%	25%	32%	24%	27%	30%								
Both equally	229	120	108	55	58	116	216	13	49	43	60	37	16	24	129	100	145	84	83	146	35	53	66	50	20	208	45	54	26	27	13	78	89								
20%	22%	19%	18%	16%	16%	26%	20%	20%	18%	15%	23%	24%	30%	25%	19%	23%	23%	17%	23%	19%	20%	21%	25%	18%	16%	21%	23%	20%	13%	17%	11%	19%	24%								
Neither	123	59	62	25	46	52	115	8	47	29	20	14	8	5	78	46	68	55	54	89	23	26	24	37	10	111	20	34	10	16	17	53	41								
11%	11%	11%	8%	12%	12%	12%	11%	23%	18%	10%	8%	6%	21%	8%	21%	21%	11%	9%	12%	13%	10%	10%	9%	11%	8%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%						
Don't know	242	76	162	60	80	108	227	15	33	79	67	21	13	38	136	105	122	120	79	162	53	53	46	51	14	222	45	48	16	13	39	91	65								
21%	14%	28%	10%	21%	23%	21%	21%	23%	12%	23%	26%	14%	23%	37%	20%	24%	19%	24%	22%	21%	30%	21%	17%	16%	11%	23%	24%	16%	10%	8%	35%	22%	17%								

Proportions/Means: Columns Totals (3% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in GB

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 40
Q8_11 - Which city, if either, do you believe offers the following more: London or Manchester? The best place to raise a family

Base: All adults aged 18+ in GB

	GENDER			AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £13999	£10000-£14999	£15000-£19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)
UNWEIGHTED BASE	1127	539	588	133	302	412	1038	99	273	185	269	335	105	100	588	441	251	376	637	50	159	228	215	182	130	156	169	313	647	115	130	407	323	
WEIGHTED BASE	1127	546	581	132	302	412	1038	99	273	185	269	335	105	100	588	441	251	376	637	50	159	228	215	182	130	156	169	313	647	115	130	407	323	
London	9%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Manchester	31%	28%	34%	26%	32%	26%	28%	34%	40%	25%	16%	9%	10%	4%	21%	10%	30%	25%	35%	25%	20%	20%	21%	21%	25%	25%	26%	31%	25%	32%	32%	32%	32%	28%
Both equally	23%	20%	27%	20%	24%	24%	24%	24%	11%	16%	24%	11%	17%	14%	18%	19%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Neither	29%	34%	29%	34%	34%	34%	34%	34%	40%	25%	16%	9%	10%	4%	21%	10%	30%	25%	39%	25%	20%	20%	21%	21%	25%	25%	26%	31%	25%	32%	32%	32%	32%	28%
Don't know	21%	15%	27%	17%	25%	32%	25%	31%	23%	27%	31%	28%	46%	17%	25%	26%	24%	28%	21%	28%	35%	21%	23%	24%	11%	28%	32%	21%	17%	35%	17%	22%	33%	

Proportions/Means: Columns Totals - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlapping formulae used. * small base



Table 41
Q8_12 - Which city, if either, do you believe offers the following more: London or Manchester? 'Better nightlife e.g. bars / pubs, music venues and restaurants'
Base: All adults aged 18+ in GB

UNWEIGHTED BASE WEIGHTED BASE LONDON MANCHESTER BOTH EQUALLY NEITHER DON'T KNOW	GENDER			AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2024 VOTE			
	TOTAL	MAN	WOMAN	18-34	35-54	55+	65+	75+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£24999	£25000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
	1127	517	610	373	407	161	87	96	271	116	111	83	81	108	509	617	391	406	377	351	86	336	237	161	154	161	151	151	151	151	151	151	151	151	151
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
London	315	139	175	100	111	34	16	19	62	82	74	54	17	25	108	127	223	112	121	112	42	63	86	117	58	222	69	77	31	39	30	110	108		
	30%	28%	29%	27%	28%	21%	18%	20%	23%	28%	29%	47%	23%	26%	30%	29%	55%	29%	33%	28%	24%	26%	32%	36%	46%	28%	36%	28%	36%	28%	39%	24%	27%	32%	29%
Manchester	182	94	88	69	59	54	177	5	83	39	35	4	5	18	180	51	89	92	64	117	22	16	50	65	16	165	20	50	6	35	22	75	51		
	16%	17%	15%	22%	16%	12%	17%	7%	31%	13%	14%	3%	9%	18%	29%	12%	14%	16%	18%	15%	12%	14%	19%	16%	13%	17%	10%	18%	7%	22%	20%	18%	13%		
Both equally	310	146	164	80	96	134	288	22	66	87	70	45	16	24	197	111	189	121	93	217	47	75	75	86	37	270	58	83	30	52	22	107	120		
	28%	27%	29%	26%	26%	30%	27%	34%	25%	30%	27%	28%	30%	25%	28%	26%	30%	25%	25%	29%	26%	30%	28%	26%	29%	27%	30%	30%	16%	32%	19%	26%	32%		
Neither	69	36	33	15	23	31	66	3	16	19	22	6	2	3	45	25	27	43	16	54	21	21	12	10	2	66	14	13	2	17	4	21	27		
	7%	7%	7%	4%	5%	19%	24%	0%	6%	7%	8%	1%	0%	1%	9%	4%	6%	7%	4%	18%	6%	6%	3%	2%	1%	7%	3%	3%	1%	3%	1%	11%	14%		
Don't know	231	92	139	44	63	105	214	16	41	65	55	29	14	27	115	115	109	122	71	160	45	58	43	47	13	213	12	12	13	18	33	80	72		
	20%	17%	24%	14%	22%	23%	20%	25%	15%	22%	22%	18%	25%	29%	17%	27%	17%	25%	19%	21%	25%	23%	16%	14%	11%	22%	16%	16%	16%	11%	30%	19%	19%		

Proportions/Means: Columns Totals (25% risk level) - a/b = c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - f/g
Overlap formulas used. * small base



Table 42
Q8_12 - Which city, if either, do you believe offers the following more: London or Manchester? A safer city
Base: All adults aged 18+ in GB

	GENDER		AGE						REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000-£14999	£15000-£19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE							
	100%	50%	50%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%						
UNWEIGHTED BASE	1127	559	568	333	302	492	785	342	271	186	111	83	8	101	559	568	251	316	37	83	86	39	46	161	16	391	80	111	96	133	116	497	630							
WEIGHTED BASE	1127	571	556	337	317	489	772	335	270	187	112	83	7	100	568	555	251	316	37	83	86	39	46	161	16	391	80	112	97	133	117	497	630							
London	339	157	181	47	38	90	106	3	18	24	23	35	2	7	71	38	21	39	32	77	13	27	33	36	36	84	19	25	7	17	13	55	28							
	100%	11%	9%	15%	9%	7%	10%	5%	6%	8%	9%	22%	4%	7%	10%	22%	9%	11%	8%	9%	10%	7%	11%	12%	11%	20%	9%	10%	9%	8%	10%	12%	12%	8%						
Manchester	265	145	118	88	86	93	247	18	115	64	37	13	10	25	186	79	156	109	98	187	34	61	82	91	27	233	36	72	18	55	36	97	93							
	24%	27%	21%	26%	23%	21%	23%	28%	43%	22%	15%	8%	18%	20%	27%	18%	24%	22%	27%	22%	19%	24%	23%	28%	22%	24%	19%	26%	22%	14%	32%	24%	25%							
Both equally	197	100	95	53	59	85	188	9	37	44	48	45	8	15	122	75	135	62	85	111	24	43	46	66	26	169	24	68	19	13	16	88	46							
	17%	18%	17%	17%	16%	19%	18%	14%	14%	15%	19%	14%	13%	15%	17%	17%	22%	13%	23%	15%	14%	17%	17%	20%	21%	17%	15%	25%	23%	8%	14%	22%	12%							
Neither	375	180	195	73	123	179	347	28	75	96	105	40	26	33	219	155	183	192	88	287	60	89	104	82	26	347	88	70	29	67	23	113	124							
	33%	31%	33%	24%	33%	40%	33%	42%	28%	33%	41%	23%	47%	34%	33%	30%	29%	24%	24%	28%	24%	24%	23%	25%	23%	23%	46%	26%	23%	43%	21%	27%	40%							
Don't know	183	63	119	40	71	62	174	7	26	62	43	24	9	17	98	83	92	89	64	117	46	32	22	50	22	153	20	39	10	43	23	64	37							
	16%	12%	20%	16%	13%	14%	16%	11%	10%	21%	17%	15%	18%	18%	14%	19%	14%	18%	17%	15%	28%	13%	8%	15%	17%	15%	10%	14%	17%	6%	21%	16%	10%							

Proportions/Means: Columns Totals (3% risk level) - a/n - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - f/g
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



25-061766-27 - BURNHAM MANCHESTER
BNC - 7TH JULY 2026
PUBLIC
IPSCS

8 Jul 2026

Table 43
Q8_14 - Which city, if either, do you believe offers the following more: London or Manchester? The best shopping
Base: All adults aged 18+ in GB

	GENDER		AGE						REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£24999	£25000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE									
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)								
	UNWEIGHTED BASE	1127	504	623	333	382	412	575	158	271	181	111	81	81	178	509	617	391	87	81	86	28	28	161	64	64	39	101	101	101	101	101	101	101	101							
WEIGHTED BASE	1127	516	611	337	387	417	577	159	273	183	113	83	83	180	512	619	401	89	83	88	29	29	163	65	65	40	103	103	103	103	103	103	103	103								
London	43%	47%	40%	46%	41%	43%	44%	31%	40%	41%	38%	61%	40%	43%	43%	43%	49%	36%	48%	41%	36%	40%	45%	50%	61%	41%	49%	44%	44%	36%	45%	47%	42%									
Manchester	8%	8%	8%	2%	3%	2%	4%	4%	4%	2%	2%	2%	1%	5%	2%	1%	3%	3%	3%	3%	4%	6%	9%	11%	7%	8%	5%	10%	3%	21%	8%	3%	8%	8%								
Both equally	26%	22%	26%	26%	21%	23%	23%	36%	25%	24%	25%	20%	33%	13%	22%	26%	21%	27%	22%	24%	23%	31%	23%	19%	24%	24%	23%	25%	30%	28%	12%	21%	24%									
Neither	5%	3%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	5%	7%	7%	2%	1%	1%	1%	1%									
Don't know	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%									
	20%	17%	23%	16%	22%	22%	20%	23%	15%	21%	18%	14%	18%	34%	18%	24%	18%	23%	18%	22%	10%	18%	16%	16%	11%	22%	18%	18%	21%	12%	32%	21%	18%									

Proportions/Means: Columns Totals (2% risk level) - n/N - c/N/n/N - n/N - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - f/g
Overlap formulas used: * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 44
Q8_15 - Which city, if either, do you believe offers the following more: London or Manchester? The best parks / green spaces / environment

Base: All adults aged 18+ in GB

	GENDER			AGE					REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£11000-£14999	£15000-£19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE								
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)						
	UNWEIGHTED BASE	1127	508	619	103	408	161	75	161	271	18	111	81	16	108	508	619	391	186	37	81	16	108	111	103	103	103	103	103	103	103	103	103	103	103	103	103				
WEIGHTED BASE	1127	508	619	103	408	161	75	161	271	18	111	81	16	108	508	619	391	186	37	81	16	108	111	103	103	103	103	103	103	103	103	103	103	103	103	103	103				
London	355	155	200	35	135	55	25	55	105	5	25	15	5	25	155	200	125	65	15	35	5	25	35	35	35	35	35	35	35	35	35	35	35	35	35	35					
Manchester	175	75	100	15	65	25	15	15	45	5	25	15	5	25	100	135	85	45	15	35	5	25	35	35	35	35	35	35	35	35	35	35	35	35	35	35					
Both equally	205	105	100	15	55	25	15	15	45	5	25	15	5	25	100	135	85	45	15	35	5	25	35	35	35	35	35	35	35	35	35	35	35	35	35	35					
Neither	101	52	49	10	43	18	9	9	33	27	21	8	7	5	70	31	43	58	29	72	30	18	19	23	24	87	27	20	3	16	8	35	64	35	64						
Don't know	255	113	142	23	88	38	18	18	135	10	45	31	13	15	124	130	121	134	70	105	56	56	54	40	13	236	36	14	22	36	80	62	19	22%							
	23%	19%	24%	18%	24%	24%	23%	22%	13%	26%	27%	14%	27%	38%	18%	30%	19%	27%	19%	24%	32%	22%	20%	15%	10%	24%	10%	10%	17%	14%	32%	10%	22%	19%	22%						

Proportions/Means: Columns Totals (25% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - f/g
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 45
Q8_16 - Which city, if either, do you believe offers the following more: London or Manchester? Most manageable cost of living

Base: All adults aged 18+ in GB

	GENDER			AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £13999	£10000-£14999	£15000-£19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
		(n)	(n)	(n)	(n)	(n)	(n)	(n)																										(n)	(n)
UNWEIGHTED BASE	1127	539	588	373	392	362	675	452	270	186	111	83	8	108	594	533	391	406	37	336	88	336	200	233	362	556	564	397	313	36	333	336	493	331	
WEIGHTED BASE	1127	546	581	377	392	362	675	452	270	177	110	81	7	107	588	531	391	406	37	336	88	336	200	233	362	556	564	397	313	36	333	336	493	331	
London	34	19	15	16	14	8	34	3	4	14	2	36	3	1	29	9	24	14	14	24	7	5	11	15	11	26	8	8	1	6	1	17	9		
	3%	3%	3%	5%	4%	2%	3%	5%	1%	5%	1%	30%	2%	1%	4%	2%	4%	3%	4%	3%	4%	2%	4%	5%	9	9%	3%	4%	3%	1%	4%	1%	4%	2%	
Manchester	637	306	331	156	226	256	607	30	182	152	118	71	28	66	393	244	198	239	236	401	99	128	139	212	70	560	98	171	53	81	69	255	209		
	57%	56%	57%	51%	61%	57%	57%	46%	68%	52%	54%	45%	50%	60%	56%	57%	63%	40%	64%	51%	58%	51%	52%	65%	55%	57%	51%	62%	64%	51%	62%	62%	62%	55%	
Both equally	118	58	60	56	24	38	107	10	24	38	28	17	3	6	72	46	57	61	33	85	12	38	32	29	16	101	22	26	14	20	6	31	41		
	10%	11%	10%	18%	6%	10%	16%	6%	9%	13%	11%	11%	6%	7%	20%	11%	9%	12%	9%	11%	7%	11%	12%	9%	13%	10%	12%	9%	16%	13%	6%	7%	11%		
Neither	298	111	83	43	67	85	183	12	42	41	53	33	16	10	127	69	95	101	50	146	31	48	55	47	15	177	41	42	12	41	14	67	80		
	27%	20%	15%	14%	18%	10%	17%	10%	16%	14%	21%	21%	20%	11%	18%	16%	15%	21%	14%	19%	17%	19%	21%	14%	12%	18%	21%	15%	14%	25%	13%	16%	21%		
Don't know	139	52	84	37	42	60	130	9	17	46	35	20	7	13	75	64	63	75	36	103	29	33	30	23	13	121	23	28	4	12	22	43	39		
	12%	10%	14%	12%	11%	13%	12%	14%	6%	16%	14%	13%	13%	13%	11%	15%	10%	15%	10%	14%	16%	13%	11%	11%	11%	11%	12%	12%	10%	9%	8%	20%	10%	10%	

Proportions/Means: Columns Totals = a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - F/G
Overlapping formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 46
Q9 - And which city, if either, do you think it's the best to live in overall?

Base: All adults aged 18+ in GB

		GENDER		AGE					REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	18-34	35-54	55+	76+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1127	516	576	321	392	412	1078	86	273	106	136	16	100	666	441	511	378	637	402	158	222	255	862	118	954	169	93	155	130	67	111			
WEIGHTED BASE	1127	176	176	107	107	107	107	210	105	105	111	15	108	108	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	
North	313	148	162	36	89	89	177	283	20	64	88	101	33	25	178	135	136	136	77	236	37	72	70	79	31	283	79	36	21	65	23	96	157	
28%	27%	28%	12%	27%	27%	39%	28%	30%	24%	30%	40%	8%	46%	22%	26%	31%	28%	28%	21%	31%	32%	29%	26%	24%	16%	29%	43%	20%	25%	40%	20%	23%	41%	
Manchester	291	137	150	76	111	104	270	21	141	74	26	5	9	37	203	88	163	127	109	182	39	75	70	92	14	275	40	81	16	46	42	113	99	
28%	25%	26%	25%	30%	29%	23%	25%	32%	32%	25%	10%	5%	10%	38%	29%	20%	26%	26%	30%	24%	22%	30%	26%	28%	11%	28%	21%	29%	19%	28%	37%	30%	26%	
London	242	137	102	79	79	83	228	14	18	56	59	55	9	6	156	86	155	87	97	145	27	53	53	94	46	193	46	64	18	25	19	95	74	
21%	25%	18%	26%	21%	19%	21%	21%	7%	7%	19%	23%	59%	17%	6%	22%	20%	24%	18%	26%	19%	15%	21%	20%	29%	34%	20%	24%	23%	22%	15%	17%	22%	20%	
Both equally	151	74	75	74	42	35	142	9	34	35	34	33	8	8	91	59	85	66	49	101	18	33	44	43	36	114	12	51	17	13	12	64	19	
13%	14%	13%	24%	11%	8%	13%	13%	23%	13%	13%	21%	24%	8%	8%	23%	14%	13%	13%	13%	20%	13%	17%	13%	28%	12%	6%	19%	21%	16%	11%	15%	5%		
Don't know	111	49	60	42	40	40	129	2	11	19	36	25	4	24	68	43	57	74	38	95	36	21	50	18	11	116	14	23	11	13	16	40	10	
12%	9%	14%	14%	11%	11%	12%	4%	5%	1%	13%	14%	9%	7%	23%	10%	15%	9%	10%	10%	13%	10%	8%	11%	5%	9%	12%	8%	8%	14%	8%	14%	10%	8%	

Proportions/Means: Columns Total (3% risk level) - a/n - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - A/B/C/D/E - f/g
Overlap formulas used. * small base