

Perceptions Of England's Northwest North West Residents Survey Topline Results – 30/03/06

- 1,007 interviews were conducted face-to-face in home across England's Northwest, with interviews stratified by (metropolitan) county
- Fieldwork was carried out between 28th January and 5th March 2006 among adults aged 16+
- Quotas set on gender, age and work status
- Data have been weighted by gender, age, work status and area using census data
- An asterisk (*) denotes a finding of less than 0.5% but greater than zero
- Where figures do not add up to 100% this is due to computer rounding, the exclusion of don't know or refused categories or multiple responses
- Where appropriate, 2003 results have been included from previous waves, conducted between the 21st July and 19th August 2001 among 1,028 adults aged 15+

THE AREA

Q1. Firstly, thinking about this area, on the whole, how satisfied or dissatisfied are you with it as a place to live?

	2006 %	2003 %	2001 %
Very satisfied	48	48	38
Fairly satisfied	39	39	41
Neither satisfied nor dissatisfied	5	5	7
Fairly dissatisfied	5	5	9
Very dissatisfied	3	3	6
No opinion/not stated	*	1	*

REGION DEFINITIONS

Q2. England is divided into several regions for the purposes of administration of government services. Can you tell me which region you think you are in?

	2006	2003 %	2001 %
North West	72	63	65
North East	1	1	1
Yorkshire and the Humber	*	-	-
East Midlands	-	-	-
West Midlands	*	-	*
East of England	-	-	-
South East	-	-	-
London	-	-	-
South West	*	-	-
Other*	13	19	19
None of these	1	2	1
Don't know/NA	12	13	14

* Includes counties, districts and other local authority areas – full listing in computer tables

- Q3. And from this card, which one, if any, of these regions do you think you are in? Please just read out the letter that applies.

Base: All who do not say 'North West' at Q2	2006 (278) %	2003 (390) %	2001 (403) %
North West	83	83	89
North East	4	3	3
Yorkshire and the Humber	-	1	*
East of England	1	1	*
West Midlands	*	1	-
South East	-	*	*
East Midlands	1	-	*
South West	*	-	*
London	-	-	-
None of these	*	*	*
Don't know/not stated	11	10	6

- Q4. In fact, this (metropolitan) county, (NAME OF COUNTY), is within the North West region. Which other counties or metropolitan counties do you think are included in the North West region? Which others?

	2006 %	2003 %	2001 %
Lancashire	60	43	40
Greater Manchester	38	29	26
Cheshire	44	28	26
Merseyside	43	27	30
Cumbria	3	19	23
Derbyshire	4	2	3
North Yorkshire	3	3	2
West Yorkshire	2	2	2
Other	3	8	6
Don't know/NA	15	14	29

- Please note: Answers less than 2% not included, for full listings see computer tables.
- Respondents were not allowed to select their own (metropolitan) county.

- Q5. From this map could you please tell me which counties or metropolitan counties you think are included in the North West region? Which others?

	2006 %	2003 %	2001 %
Merseyside	58	72	72
Lancashire	55	71	72
Greater Manchester	64	69	76
Cheshire	48	63	63
Cumbria	38	47	42
Clwyd	4	7	3
Derbyshire	8	6	9
North Yorkshire	6	7	7
South Yorkshire	3	3	3
Staffordshire	3	4	2
West Yorkshire	7	11	7
Other	1	1	1
Don't know/NA	11	7	-

- Please note: Answers less than 2% not included, for full listings see computer tables.
- In Q5, all respondents have selected their own (metropolitan) county.

Q6. When you think of England's Northwest, what are the first things that come to mind?
What else?

	2006 %	2003 %	2001 %
Specific places/Locations	44		
Liverpool	15	15	11
The Lake District	21	15	10
Manchester	13	14	17
Blackpool	9	8	9
Other specific county/town/place	8	8	7
Environment	35		
Nice/pretty countryside	18	13	11
Weather/rain	10	10	14
Coastline/beaches	8	6	5
Pleasant environment/nice place to live	7	6	5
Pretty towns/villages	6	5	3
Leisure/Recreation	26		
Football scene/clubs (Manchester Utd, Liverpool FC, etc)	13	11	13
Tourist attractions/facilities	6	6	8
Tradition/culture/heritage	7	5	4
Vibrant towns/cities	5	3	1
Music scene	3	2	3
Good range of restaurants/food and drink	2	2	1
Relaxed lifestyle/nicer pace of life	3	1	1
Business/Economy	21		
Industry/factories	11	10	10
High unemployment	3	4	7
Lower wages	2	2	3
Modern businesses/new technologies	3	2	2
Low unemployment/booming economy	2	1	2
Plenty of skilled people	2	1	2
Close to major universities/academic/research	2	1	1
Not reliant on one form of industry/diverse industries	3	1	1
People	20		
Friendly people/good community spirit	18	16	10
Diverse mix of people	3	1	2
Location/Communications	9		
Good road network	7	3	5
Proximity to rest of country	3	2	2
Good rail links	4	2	2
Local airports	4	2	1
Crime	5		
Crime & anti-social behaviour	5	3	3
Drugs	2	1	1
Image/Identity	6		
Accent(s)	2	1	2
Region diverse/not all parts the same	3	1	1
Other	8	11	9
Don't know	10	10	10
None/no answer	5	4	4

- Please note: Answers less than 2% not included, for full listings see computer tables.

ATTITUDES TO REGION

England's Northwest covers the counties of Cheshire, Cumbria and Lancashire and the Metropolitan counties of Merseyside and Greater Manchester.

- Q7. I would like to ask your opinion about the five different counties in England's Northwest, some of which you probably know better than others. Using the categories on this card, I would like you to tell me how well you feel you know each county. In making your choice, please take into account any of the ways you have learned or heard about each county.

	Know very well %	Know a fair amount %	Know just a little %	Know almost nothing %	Don't know/no answer %
Cheshire					
2006	12	27	30	29	2
2003	11	26	28	32	4
2001	11	26	31	31	1
Cumbria					
2006	16	24	28	29	4
2003	15	26	28	26	5
2001	7	20	30	40	3
Lancashire					
2006	15	35	29	20	2
2003	19	33	29	16	3
2001	13	40	26	19	1
Merseyside					
2006	17	26	27	28	2
2003	18	23	28	28	3
2001	17	23	30	28	2
Greater Manchester					
2006	14	27	30	27	2
2003	14	25	30	26	5
2001	14	33	28	23	2

Q8. Now, using the categories on the card, please tell me how favourable or unfavourable your overall opinion or impression of each county is as a place to live. Take into account any of the things that you think are important.

Base: All who
know at least 'just
a little'

		Very favour- able %	Mainly favour- able %	Neither/ nor %	Mainly unfavour- able %	Very unfavour- able %	Don't know/no answer %
	Cheshire						
(693)	2006	37	44	13	2	*	4
(673)	2003	41	43	12	1	*	2
(672)	2001	34	51	9	2	1	3
	Cumbria						
(681)	2006	43	37	14	3	0	3
(712)	2003	43	39	11	4	1	3
(634)	2001	32	45	13	5	1	3
	Lancashire						
(794)	2006	19	46	24	6	*	5
(844)	2003	20	49	21	6	1	3
(776)	2001	17	55	21	3	*	3
	Merseyside						
(702)	2006	12	34	24	20	6	4
(720)	2003	16	29	25	19	8	3
(686)	2001	10	30	26	22	8	5
	Greater Manchester						
(722)	2006	13	36	24	16	6	5
(717)	2003	14	35	24	16	8	3
(692)	2001	8	38	24	19	6	4

IDENTITY WITH AREA

Q9. How strongly do you feel that you belong to each of the following areas?

	Very strongly	Fairly strongly	Not very strongly	Not at all strongly	No opinion/no answer
	%	%	%	%	%
This neighbourhood / this village or the nearest village					
2006	53	32	11	3	*
2003	54	32	10	3	1
2001	49	34	12	5	1
This town or nearest town					
2006	46	34	14	5	1
2003	47	35	13	4	1
2001	45	35	14	4	2
The local (borough/ district/ city) area of...					
2006	40	39	16	3	1
2003	37	39	16	5	2
2001	34	36	18	8	3
The (Metropolitan) County of...					
2006	34	36	18	6	4
2003	34	40	18	5	2
2001	31	35	20	8	5
England's Northwest					
2006	42	38	14	4	1
2003	41	40	14	4	1
2001	40	39	13	5	2
The North of England					
2006	38	40	16	4	1
2003	41	36	16	5	2
2001	36	33	19	8	3

WEAKNESSES AND STRENGTHS OF REGION

- Q10. Thinking again about England's Northwest covering the three counties of Cheshire, Cumbria and Lancashire and the two metropolitan counties of Merseyside and Greater Manchester. What, if any, would you say are the major weaknesses of the region, compared to other parts of England? What else?

	2006 %	2003 %	2001 %
Business/Economy	28		
Unemployment	16	17	24
Less well-off than other regions	9	7	10
Closed/run-down industry/factories	8	7	8
Lower wages	4	6	8
Not an attractive area for businesses	2	3	2
Crime	20		
More crime & anti-social behaviour	15	19	20
More drugs	5	7	6
Poor policing	5	6	2
Location/Communications	17		
Poor road network	10	11	4
Poor rail links	7	8	4
Poor bus services	6	7	5
Long way from London	3	3	2
Environment	13		
Poor weather/rain	8	7	10
More pollution	3	5	6
New developments/losing green fields/countryside	3	2	2
Amenities/Facilities	16		
Nothing for children	9	6	9
Lack of cultural facilities (cinemas/theatres/etc)	4	4	4
Poor local council	6	4	2
Image/Identity	4		
Old-fashioned	2	1	2
Housing	6		
Lack of affordable housing	6	4	5
Specific places/Locations	6		
Liverpool	2	1	2
Other specific county/town/place	3	1	1
Health	3		
Poor local health services	3	3	2
Schools/Education	2		
Poor schools/educational standards	2	2	3
Other	8	12	11
Don't know	14	14	14
None/no answer	16	8	8

- Please note: Answers less than 2% not included, for full listings see computer tables.

Q11. And what, if any, do you think are the region's major strengths, compared to other parts of England? What else?

	2006 %	2003 %	2001 %
People	40		
Friendly people/good community spirit	38	35	32
Diverse mix of people	4	4	4
Environment	35		
Nice/pretty countryside	26	23	20
Pleasant environment/nice place to live	17	10	10
Pretty towns/villages	8	9	6
Coastline/beaches	9	6	5
Leisure/Recreation	33		
Football scene/clubs (Manchester Utd, Liverpool FC, etc)	10	9	9
Good shopping facilities	9	9	3
Good tourist attractions/facilities	9	8	8
Tradition/culture/heritage	8	6	4
Good leisure facilities	7	5	8
Good range of restaurants/food and drink	2	4	3
Vibrant towns/cities	4	4	3
Relaxed lifestyle/nicer pace of life	5	2	2
Music scene	3	2	2
Specific places/Locations	23		
The Lake District	15	13	7
Manchester	6	6	5
Liverpool	5	6	5
Blackpool	3	4	3
Other specific county/town/place	2	3	2
Business/Economy	11		
Low unemployment/booming economy	4	4	3
Modern businesses/new technologies	4	3	3
Close to major universities/academic/research	3	1	2
Industries	6		
Plenty of skilled people	3	2	5
Low cost of living/cheaper than other areas	4	5	7
Location/Communications	19		
Good road network	13	9	13
Local airports	7	6	5
Proximity to rest of country	6	5	5
Good rail links	7	5	5
Image/Identity	7		
Strong identity of region	5	5	4
Region diverse/not all parts the same	2	1	1
Schools/Education	5		
Good schools/educational standards	5	3	4
Crime	5		
Less crime & anti-social behaviour	5	2	2
Health	3		
Good local health services	3	2	2
Other	10	7	6
Don't know	9	14	14
None/no answer	6	6	7

- Please note: Answers less than 2% not included, for full listings see computer tables.

SPECIFIC PLACES IN REGION

Q12. I am now going to ask your opinion about different places in the Northwest, some of which you will probably know better than others. Looking at this list of places, which, if any, would you consider to be particular strengths of the region? Please just read out the letters that apply

	2006 %	2003 %	2001 %
The Lake District	73	74	68
Manchester	54	49	51
Chester	47	50	45
Liverpool	47	45	38
Blackpool	41	42	50
The Pennines	33	35	33
Southport	26	27	31
Carlisle	18	16	8
Lancaster	18	20	16
Lytham St Anne's	17	19	26
Preston	16	14	14
Wirral	14	14	14
Warrington	10	13	10
Bolton	9	8	14
Morecambe	9	8	14
Wigan	7	8	8
Barrow in Furness	6	7	5
Macclesfield	6	6	6
Stockport	6	6	9
Whitehaven	6	5	4
Bury	5	4	6
Blackburn	4	4	5
Oldham	2	1	2
Rochdale	2	2	3
Burnley	1	2	3
None of these	3	1	1
Don't know	2	6	

Q13. And looking at this same list, which, if any, would you consider to be particular weaknesses of the region? Again, please just read out the letters that apply

	2006 %	2003 %	2001 %
Barrow in Furness	15	13	11
Blackburn	12	14	13
Blackpool	13	12	6
Bolton	7	7	9
Burnley	15	16	19
Bury	7	8	8
Carlisle	3	2	4
Chester	1	1	-
Lancaster	1	1	1
Liverpool	12	13	19
Lytham St Anne's	1	2	1
Macclesfield	3	3	3
Manchester	8	7	10
Morecambe	11	10	7
Oldham	18	23	31
Preston	4	3	6
Rochdale	11	11	12
Southport	1	2	2
Stockport	5	5	4
The Lake District	1	1	1
The Pennines	1	1	*
Warrington	5	7	4
Whitehaven	8	7	6
Wigan	7	10	9
Wirral	4	6	6
None of these	21	14	14
Don't know	18	20	20
NA	1		

Q14.a From this card, I would like you to tell me how strongly you agree or disagree with each of the following statements.

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don't know/no opinion/no answer
	%	%	%	%	%	%
I am proud to live in England's Northwest						
2006	55	33	9	2	1	1
2003	58	28	9	3	1	*
2001	54	29	10	5	2	1
I am interested in my local area, but not in what is happening elsewhere in the Northwest						
2006	10	29	14	32	14	1
2003	12	31	13	31	13	1
2001	10	31	13	32	11	3
The Northwest is too diverse to be promoted as a single region						
2006	11	31	14	26	10	9
2003	12	27	15	27	12	7
2001	12	22	16	27	12	11

Q14.b From this card, I would like you to tell me how strongly you agree or disagree with each of the following statements.

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don't know/no opinion/no answer
	%	%	%	%	%	%
The Northwest is a good place for visitors						
2006	40	46	6	4	2	2
2003	43	44	6	4	2	2
The Northwest is a good place to take holidays in						
2006	27	39	13	12	7	2
2003	30	36	12	13	7	3

*Please note: These two statements were only asked in the 2003 and 2006 studies.

Q15. What do you think should be done to encourage more people to visit or take their holidays in the Northwest?

	2006 %	2003 %
Promote/advertise the area more/more TV ads/magazine ads	24	24
Clean/tidy up the area/solve the litter problem	10	12
Better transport/transport links/network	5	8
More attractions/places to visit	5	7
Lower the crime rate/better policing	3	5
Make it cheaper to visit/cheaper accommodation	4	5
Better roads/improve the road system	3	4
Clean up the beaches and improve the sea front areas	4	4
Promote the cities/Liverpool/Blackpool etc	2	4
More sports/leisure activities/more parks etc	2	4
Promote the countryside/the Lake District	3	4
Improve the weather	3	4
More/better standard of accommodation/hotels/B&Bs	3	3
More attractions for children/things for children to do	2	3
More cultural places to visit/art galleries/theatres, etc.	2	2
Provide more facilities in the area generally	3	2
Improve parking facilities	2	2
Promote the areas of natural beauty/lakes/scenery/attractive walks	3	1
Make activities more family orientated	2	1
It is ok as it is/everything here is good	2	1
Other	6	1
Nothing/nothing else can be done	1	
None/No answer	10	6
Don't know	16	17

- Please note: Answers less than 2% not included, for full listings see computer tables.

Q16. And do you think that the general economic condition of the North West region will improve, stay the same, or get worse over the next 12 months?

Q17. And do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Q16 %	Q17 %
Improve	31	20
Stay the same	38	39
Get worse	18	25
Don't know/NA	12	16

LIVERPOOL AS THE 2008 EUROPEAN CAPITAL OF CULTURE
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Q18. Finally, did you know that Liverpool has been designated the 2008 European Capital of Culture

	2006 %	2003 %
Yes	78	79
No	21	20
Don't know/not sure	1	1

Q19. How much impact do you think Liverpool's designation as the 2008 European Capital of culture will have on you own life or business?

	2006 %	2003 %
A lot	9	12
A little	19	22
None	64	61
Don't know/can't say/NA	7	5

Q20. Do you think Liverpool's designation as the 2008 European City of Culture will have a mainly positive or negative impact on your life or business?

Base: All NW residents who say Liverpool's designation as 2008 European City of Culture had a lot or a little impact on their life or business (295)

	2006 %	2003 %
Mainly positive	85	85
Mainly negative	4	5
Don't know/can't say/no answer	11	12

Q21. And to what extent do you think Liverpool's designation as the 2008 European Capital of Culture will benefit

A. Merseyside?

	2006 %	2003 %
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A great deal	43	58
A fair amount	39	29
Not very much	8	5
Not at all	2	1
Don't know/can't say/no answer	8	6

B. England's Northwest?

A great deal	18	32
A fair amount	33	38
Not very much	26	17
Not at all	11	5
Don't know/can't say/no answer	12	7

DEMOGRAPHICS

Gender		%	How would you describe your race or ethnic origin? Please just read out the letter that applies.		%
	Male	48		White	
	Female	52		British	93
				Irish	*
				Any other white background	1
				Mixed	*
				White and Black Caribbean	*
				White and Black African	-
				White and Asian	-
				Any other mixed background	-
				Asian or Asian British	2
				Indian	1
				Pakistani	1
				Bangladeshi	*
				Any other Asian background	1
				Black or Black British	*
				Caribbean	*
				African	1
				Any other black background	*
				Chinese or other ethnic group	*
				Chinese	*
				Any other background	*
				Not stated	1
Age		%	QC Which of these, if any, do you personally use?		
	16-24	13		Mobile phone	29
	25-34	16		SMS text messaging on a mobile phone	55
	35-44	18		PC (desktop, laptop or other computer) at home	56
	45-54	17		PC (desktop, laptop or other computer) at work, place of study or elsewhere	31
	55-59	7		Internet at home	48
	60-64	7		Internet at work, place of study or elsewhere	28
	65+	12		E-mail	46
	Not stated	9		Interactive services through your digital TV. e.g. games, shopping, banking or e-mail	28
Social Class		%		None of these	15
	A	3		Don't know	*
	B	20		Not stated	2
	C1	22			
	C2	20			
	D	17			
	E	16			
	Not stated	1			
Working Status of Respondent:		%	QA How would you describe the composition of your household?		
	Working full-time (30+ hrs)	40			%
	Working part time (16-29 hrs)	10		Single adult under 60 years	10
	Self-employed	-		Single adult over 60 years	10
	On a government supported training programme	-		Two adults both under 60 years	18
	In full time education	5		Two or more adults - one only aged over 60 years	4
	Unemployed and available for work	5		Two adults - both over 60	13
	Long term sick/disabled	3		Three adults all over 16 years	7
	Wholly retired from work	26		1-parent family, with child/ren, at least one under 16 yrs	6
	Looking after the time	9		2-parent family, with child/ren, at least one under 16 years	27
	Other	1		Other	1
	Not stated	-		Not stated	2