

LEVELLING UP



Ipsos Levelling Up Index

Public opinion

Fieldwork Feb 2023

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 the third Ipsos' Levelling Up Index (fieldwork February 2023), designed to track public perceptions against each of the

12 missions within the White Paper.

We've asked 6,189 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 are no more optimistic than they were a year ago about the government's ability and commitment to level up the country. Most feel that the government does not care about

them or their local area and many continue to 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. **Awareness of the Government's Levelling Up strategy remains unchanged compared to one year ago.**

Many remain sceptical that it will make a positive impact on regional inequalities over the coming years.

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

However, priorities vary by

geography, with job opportunities being a greater priority for residents in the North East, the quality of rented accommodation being a priority in London and public transport being a specific area of focus in the South West.

Compared to May 2022, there has been a decrease in the Index scores for each of the missions, particularly so for R&D investment, life expectancy and Pride in Place.

Scores are most positive for the missions on internet provision, and wellbeing, and most negative for devolution, R&D investment, crime and homes.

Executive Summary (2)



Analysis by deprivation highlights the inequalities which the missions seek to address, for example pride in place scores +51 in the *least* deprived areas vs. +4 in the *most* deprived. Similarly, the score for the pay, employment and

productivity mission ranges from +28 in the least deprived areas to -16 in the most deprived.

Although on several missions rural areas are happier, specifically, well being, pride in place and crime, **there are also big gaps 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 national differences, with Wales scoring more negatively on R&D Investment, public transport, and Skills training and Northern Ireland scoring low on devolution.

Within England there are variations by region. For example, in the North East, Pride in place, Pay, employment & productivity and R&D investment have lower Index scores. The Index score for Homes is lower in the South of England.

There has also been some notable falls in scores by region, for example in the North West and North East of England the R&D investment score fell by 15 pts and 13 pts respectively compared to May 2022, and the wellbeing score fell by 9 pts in the capital over that time period.

Looking at different types of

area (using the ONS area classification groupings). The Services and Industrial Legacy grouping in traditional mining areas scores lower across most of the missions. Conversely Affluent England scores are mainly above the average. The more rural Countryside Living areas score lower on Internet provision, Public transport and Skills training.

Contents

1

Introduction

2

**Overall
perceptions**

3

**The 12
missions**

4

**Appendix:
Methodology**



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 third release of our Ipsos Levelling Up tracker which was first undertaken in February 2022.**

The metrics for three missions (internet provision, primary schools, and devolution) were slightly altered between the first and second waves in 2022, as we learnt more about the government’s ambitions, but there have been no further changes in this most recent wave



Overall perceptions ...



Overall perceptions of Levelling Up and its aims

Knowledge of the Government's Levelling Up strategy remains stable over the year, with only a quarter saying they know at least a fair amount about it.

Four in five of the general public say that the government doesn't care much about places like their local area or people like them.

Across the UK, **nearly half feel that their area gets less of a share of government spending** than other areas. The perceived imbalance in government spending continues to be felt more acutely further from the South East, but especially in the North of England, Wales and Northern Ireland.

When presented with the issues the Government has identified for

improvement, **the public remain most likely to prioritise reducing crime, improving mental health and wellbeing, and increasing wages and job opportunities**, however crime, public transport and devolved power have increased slightly as priorities compared to May 2022.

There is considerable diversity in people's opinions depending on where they live. For example, improving job opportunities and pride in place are seen as a priority in the North East whilst crime and anti-social behaviour and the quality of rented accommodation are more of a priority in the capital.

The public remain mostly pessimistic about the success of

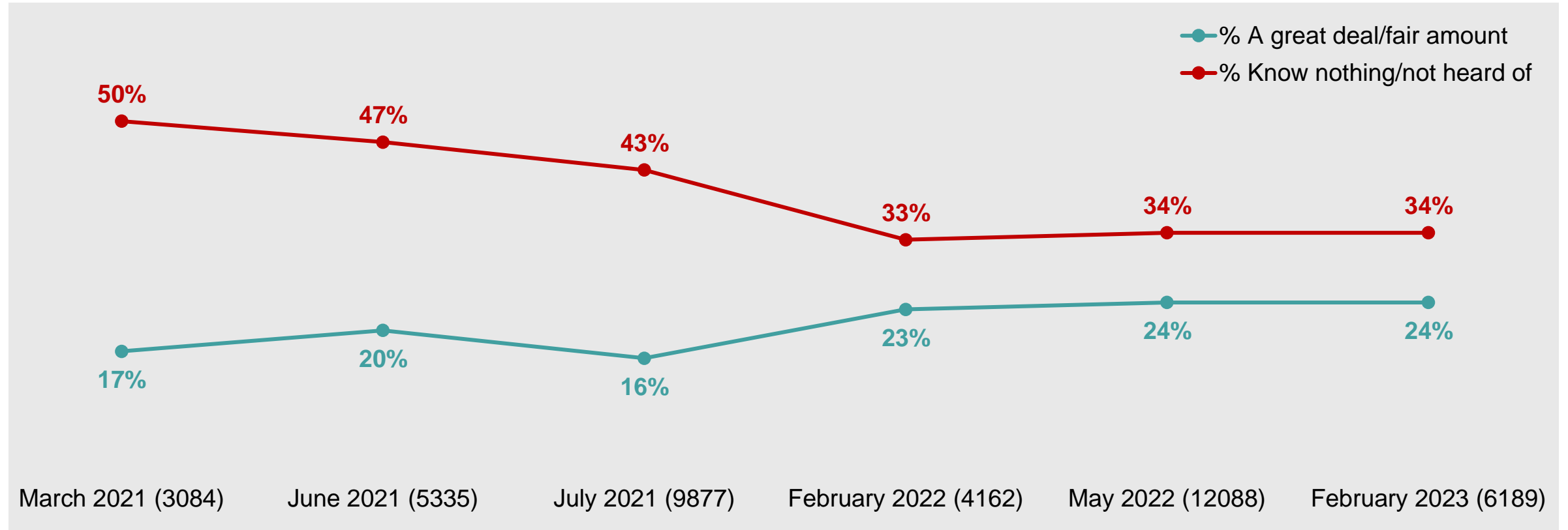
the Levelling Up strategy: few believe that the Government will make a positive difference to their area in the next few years, and a majority think it unlikely that the government's strategy will reduce inequalities within the next 20 years. Whilst around half of people believe that investment in the largest cities in their region won't make a difference to their local area, although regions in the north are more positive.

That said, there is a clear mandate for local decision-making with three in five in support of LAs being given more control over local decisions.

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

Awareness of Levelling Up has plateaued with a quarter saying they know either a great deal or fair amount about it

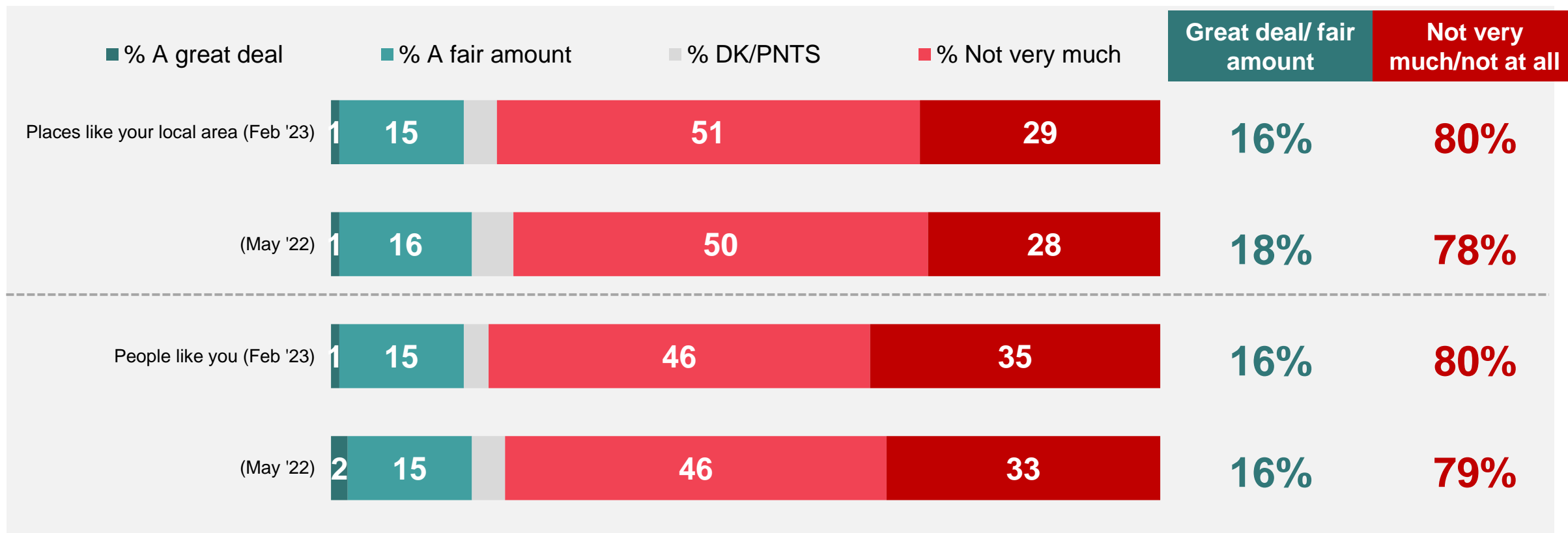
How much, if anything, would you say you know about the current government's 'levelling up' strategy?



Base: All UK adults 16+
Fieldwork dates: 2-8 February 2023

Eight in ten believe the government doesn't care very much about people like them or places like their local area

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

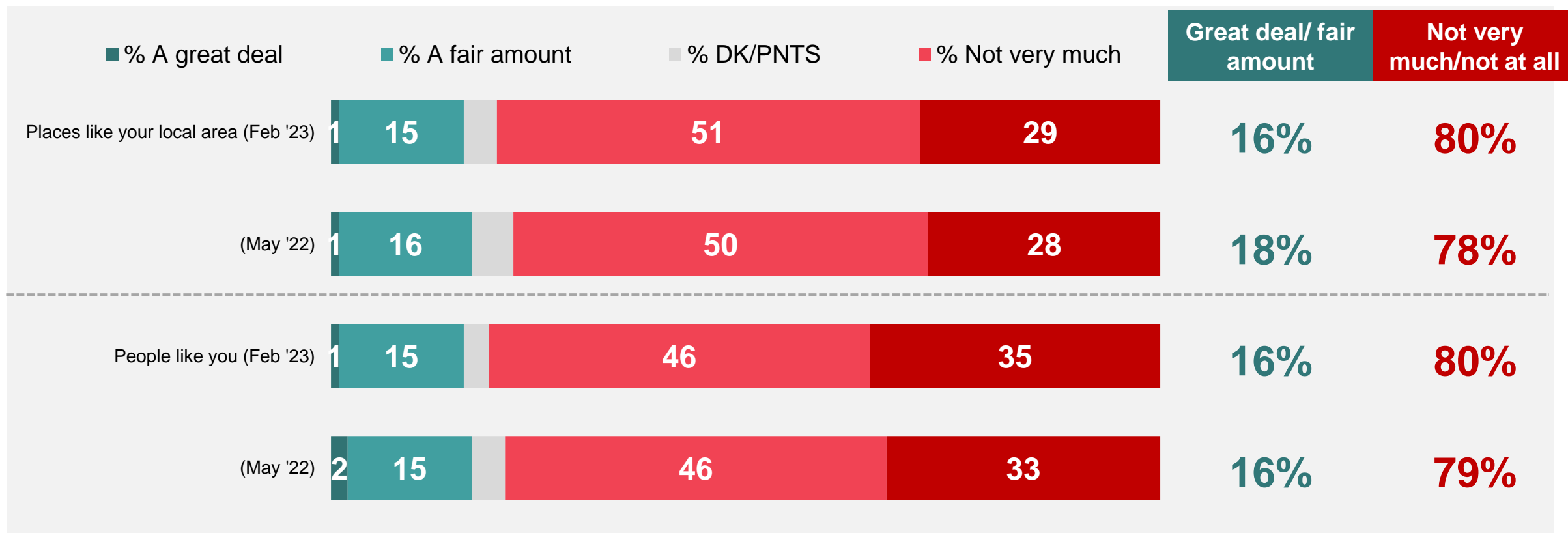


Base: All UK adults 16+ (6189)
Fieldwork dates: 2-8 February 2023



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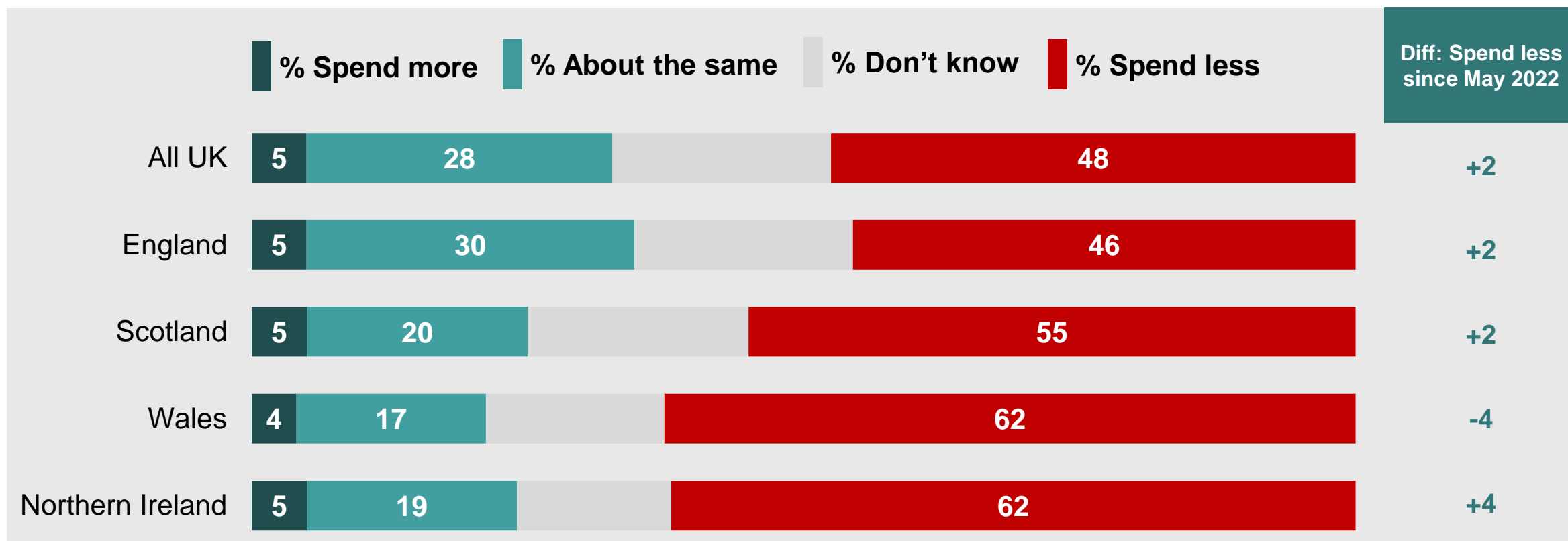


Base: All UK adults 16+ (6189)
Fieldwork dates: 2-8 February 2023



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

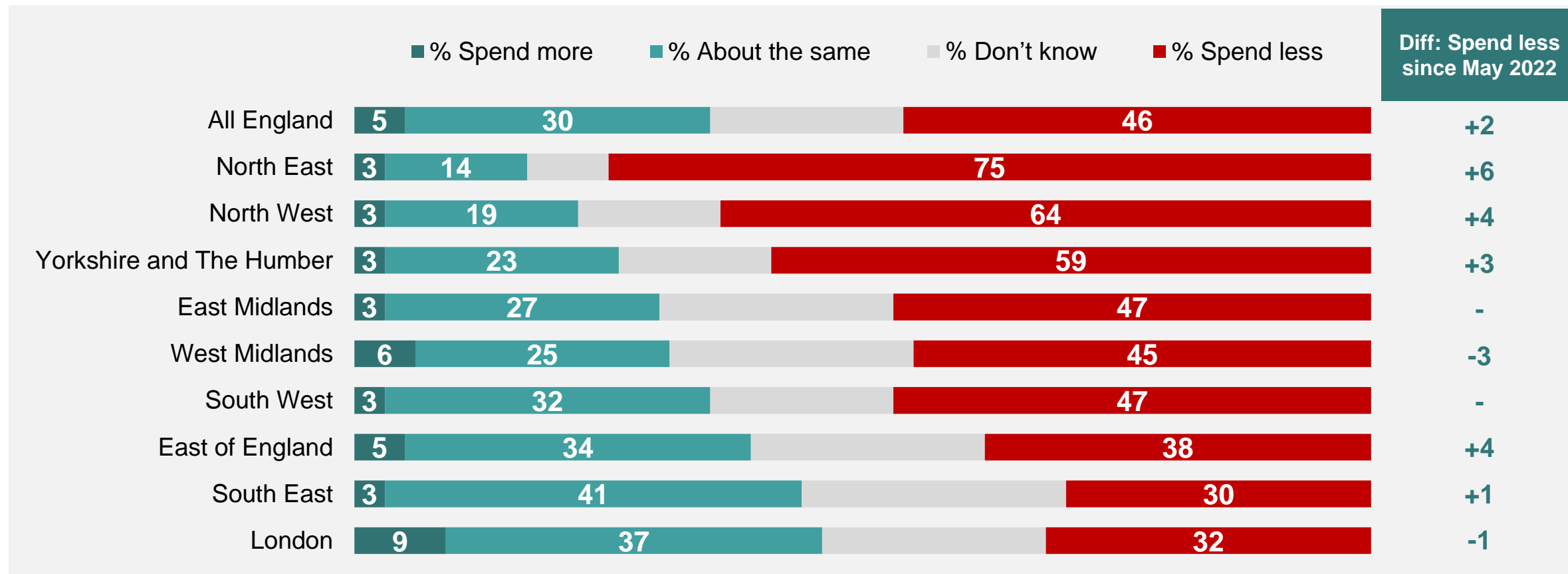
In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?



Base: All UK adults 16+ (6189); England (5177); Scotland (510); Wales (259); Northern Ireland (243)
Fieldwork dates: 2-8 February 2023

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

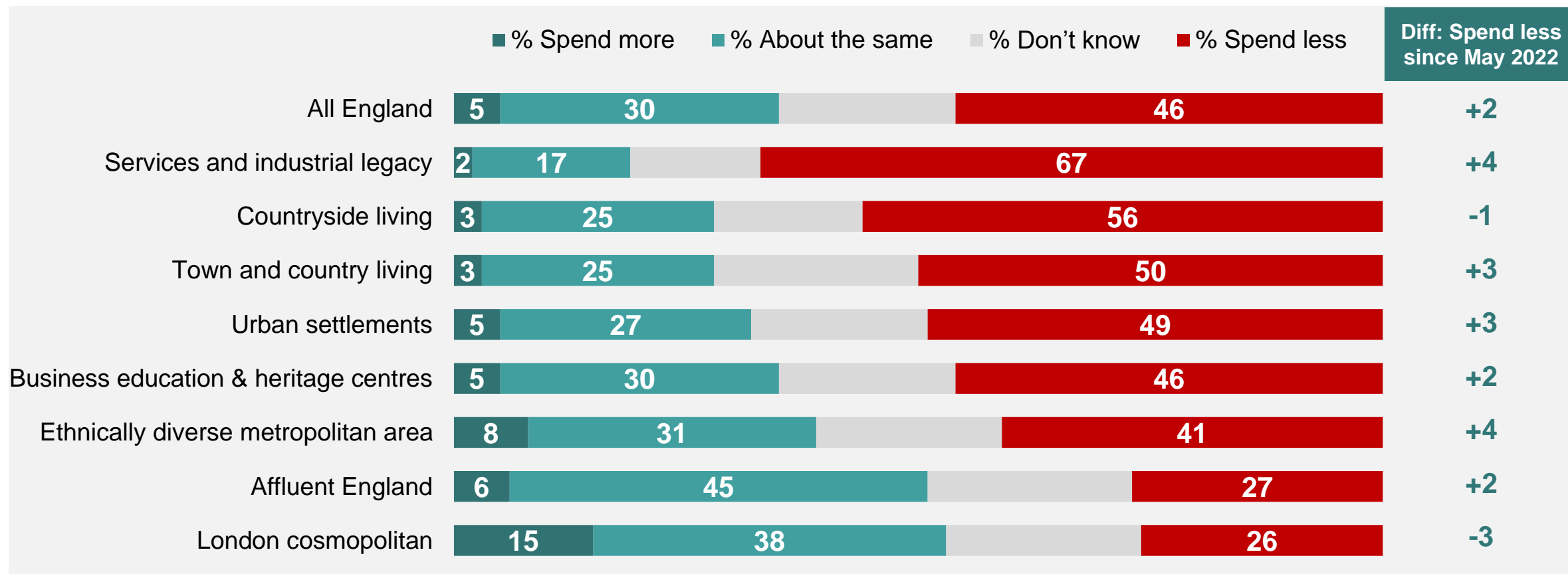
In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?



Base: All aged 16+ in England (5177); North East (262); North West (661); Yorkshire and the Humber (527); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582)
 Methodology: The KnowledgePanel, Levelling Up Tracker | Fieldwork dates: 2-8 February 2023 |

Post industrial and rural areas are more likely to think the government spends less in their local area

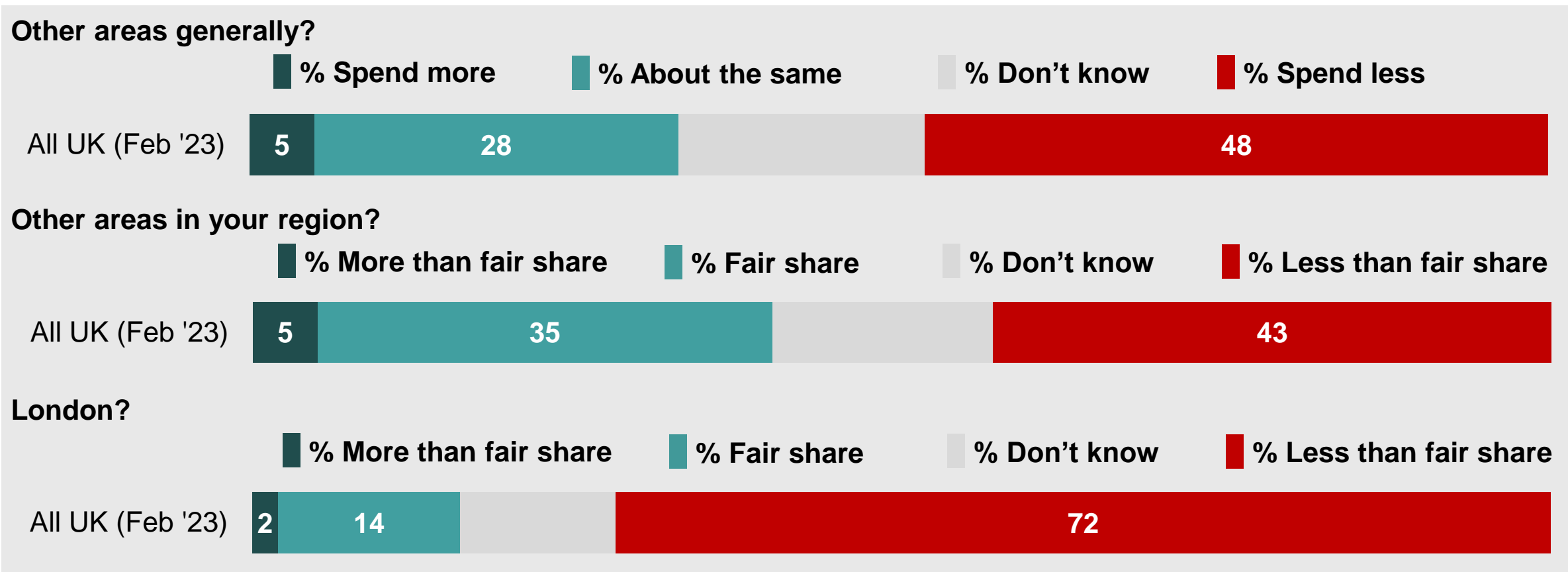
In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?



Base: All aged 16+ in England (5177); Affluent England (659); Business, education & heritage centres (901); Countryside living (1113); Ethnically diverse metropolitan living (437); London cosmopolitan (189); Services and industrial legacy (887); Town and country living (1155); Urban settlements (847). | Methodology: The KnowledgePanel, Levelling Up Tracker | Fieldwork dates: 2-8 February 2023

People are also concerned about within-regional inequalities – but not as much as they feel they lose out to London

In your opinion, does the national government in Westminster spend more, spend less or about the same vs.....?

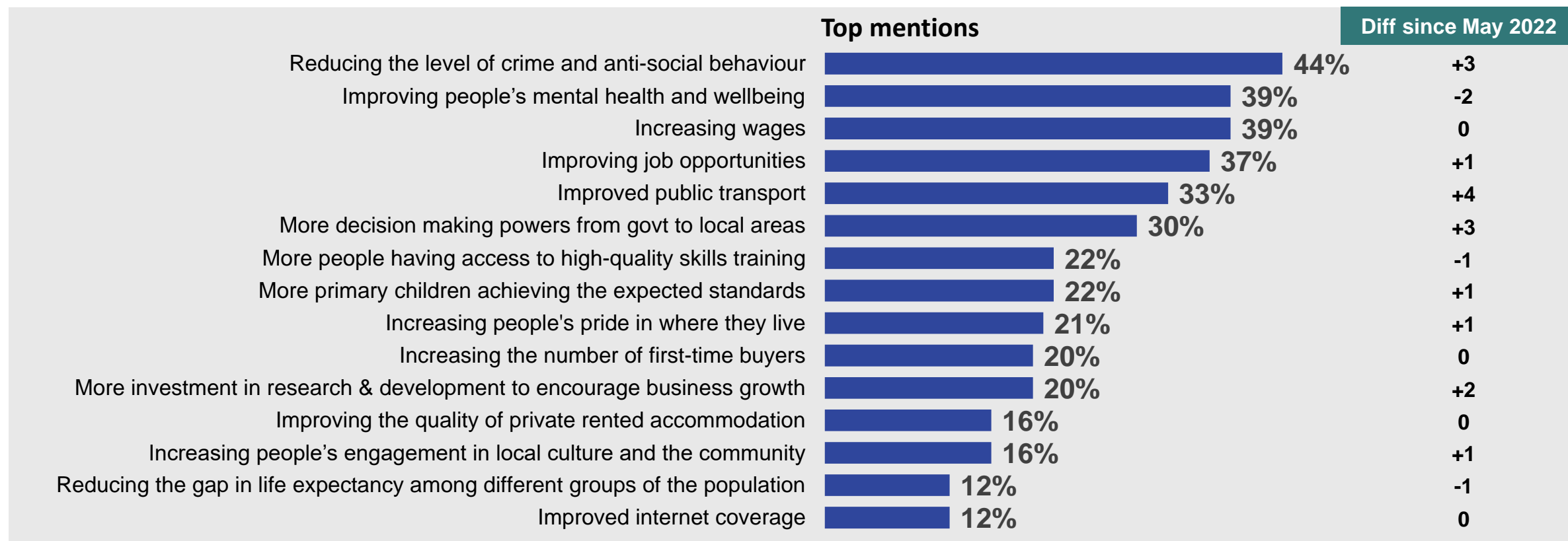


Base: All UK adults 16+ (6189) | Fieldwork dates: 2-8 February 2023



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+ (6189)
Fieldwork dates: 2-8 February 2023

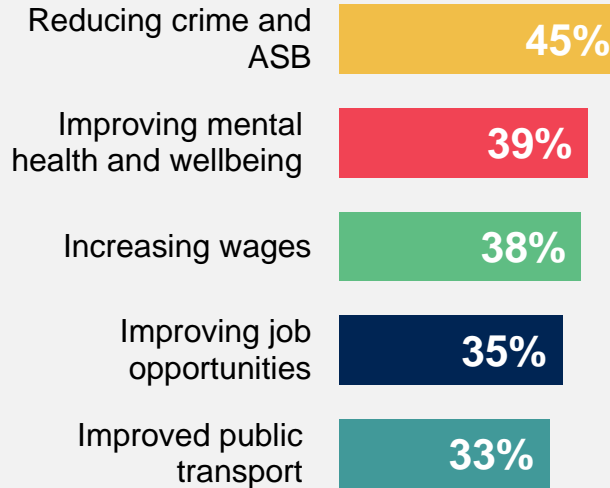
Some differences between nations in emphasis: crime the biggest issue in England; jobs and wages elsewhere

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?

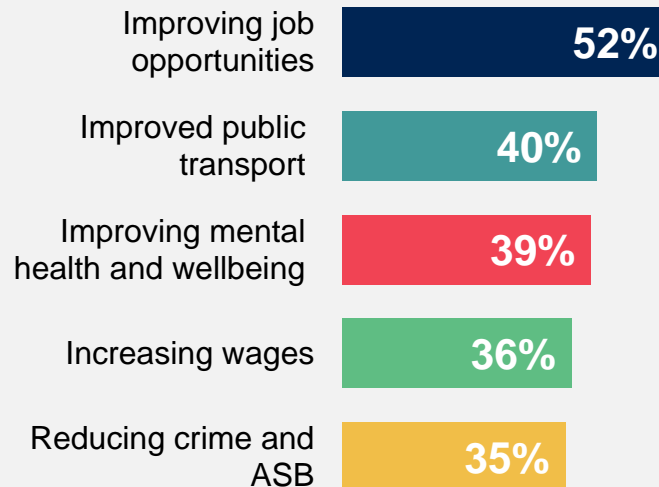
Top five answers in each nation

Base: All UK adults 16+ (6189): England (5177); Scotland (510); Wales (259); Northern Ireland (243)
Fieldwork dates: 2-8 February 2023

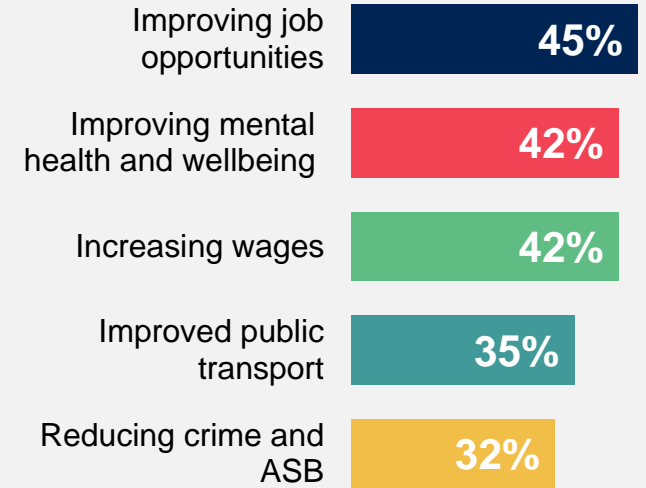
England



Wales



Scotland



Northern Ireland



Whilst most regions share many priorities, there are differences in emphasis across England, such as a greater focus on jobs and people's pride in the North East, and crime, life expectancy and quality of rental accommodation in London

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

	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									●

Base: All aged 16+ in England (5177); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582)
 Methodology: The KnowledgePanel, Levelling Up Tracker | Fieldwork dates: 2-8 February 2023 |



Similarly, public priorities for Levelling Up also vary in emphasis by area type: greater focus on crime in urban and metropolitan areas; jobs in Industrial Legacy and rural areas; and public transport in Countryside Living and Town & Country groupings

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

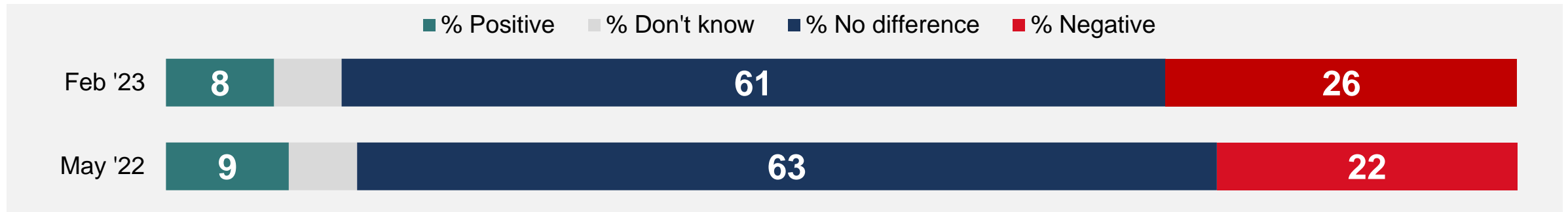
	Affluent England	Business, Education and Heritage Centres	Countryside Living	Ethnically Diverse Metropolitan Living	London Cosmopolitan	Services and Industrial Legacy	Town and Country Living	Urban Settlements
Crime & ASB				●				●
Mental Health & wellbeing								
Wages								●
Job opportunities			●			●		
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 England (5177); Affluent England (659); Business, education & heritage centres (901); Countryside living (1113); Ethnically diverse metropolitan living (437); London cosmopolitan (189); Services and industrial legacy (887); Town and country living (1155); Urban settlements (847). Methodology: The KnowledgePanel, Levelling Up Tracker | Fieldwork dates: 2-8 February 2023 |

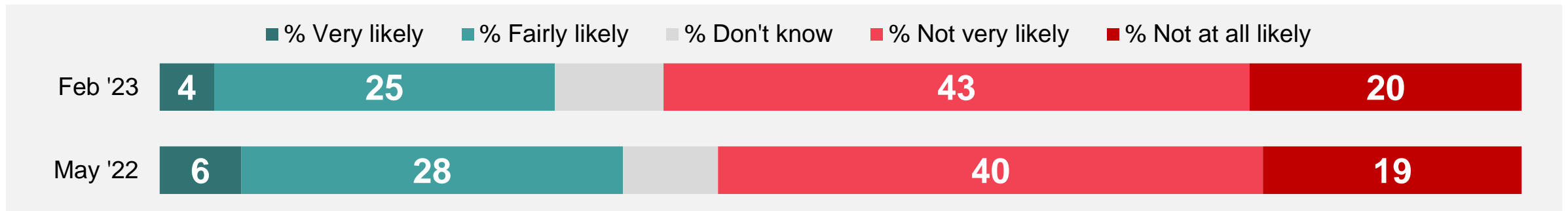


Public remain sceptical that the government's policies will make a positive difference to their area in both the short and long term

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?



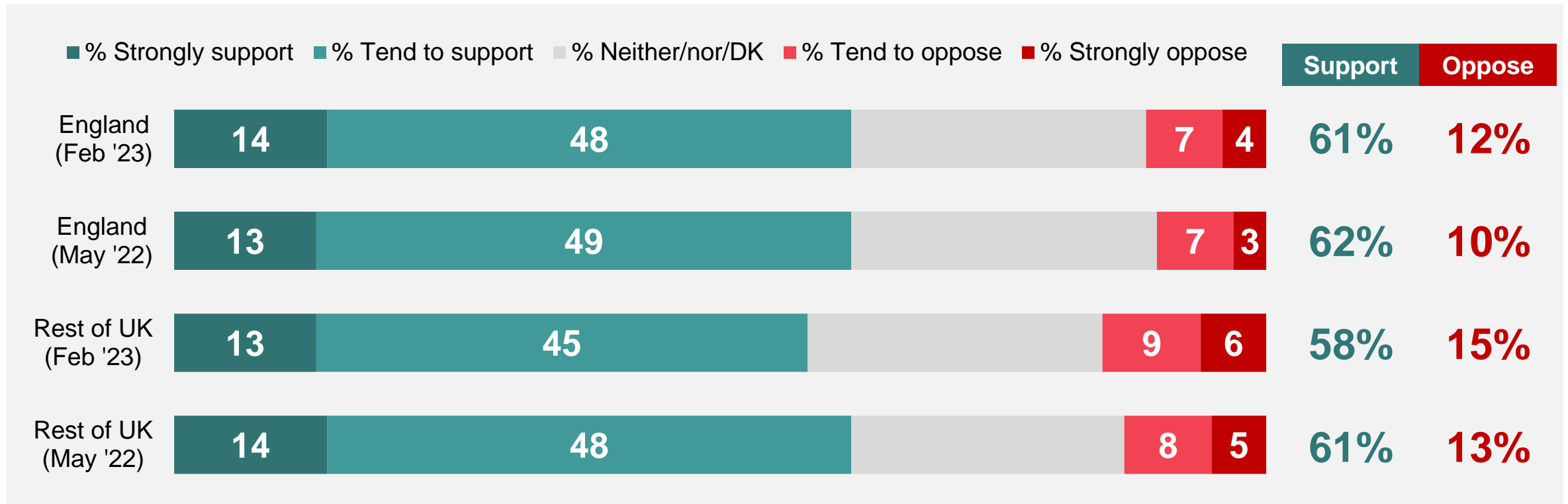
How likely, if at all, do you think that the current government's policies on reducing inequalities between different regions of the country will have a positive impact within the next 20 years?



Base: All UK adults 16+ (6189)
Fieldwork dates: 2-8 February 2023

There is a mandate for local decision making, both in England and for the rest of the UK

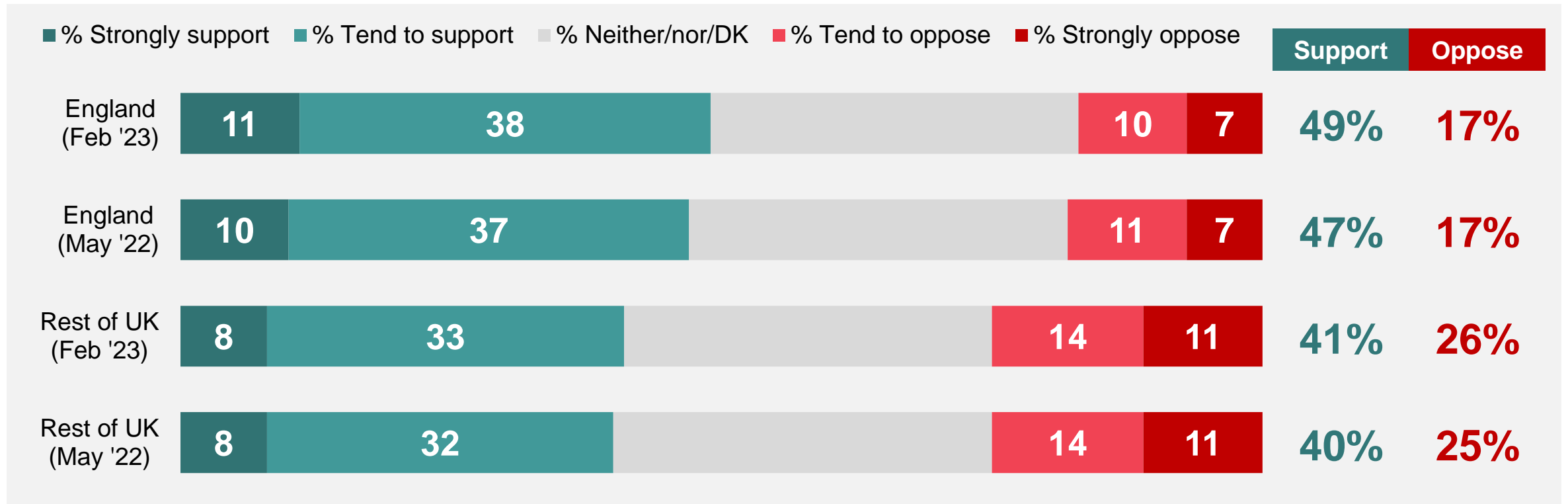
To what extent, if at all, would you support or oppose each of the following? Local authorities in your region being given more control over decisions such as public spending in your local area, and over local public transport and public services like policing



Base: All UK adults 16+ (6189): England (5177), rest of UK (987) | Fieldwork dates: 2-8 February 2023

Half in England support directly-elected Mayors while two in five support it in the rest of the UK

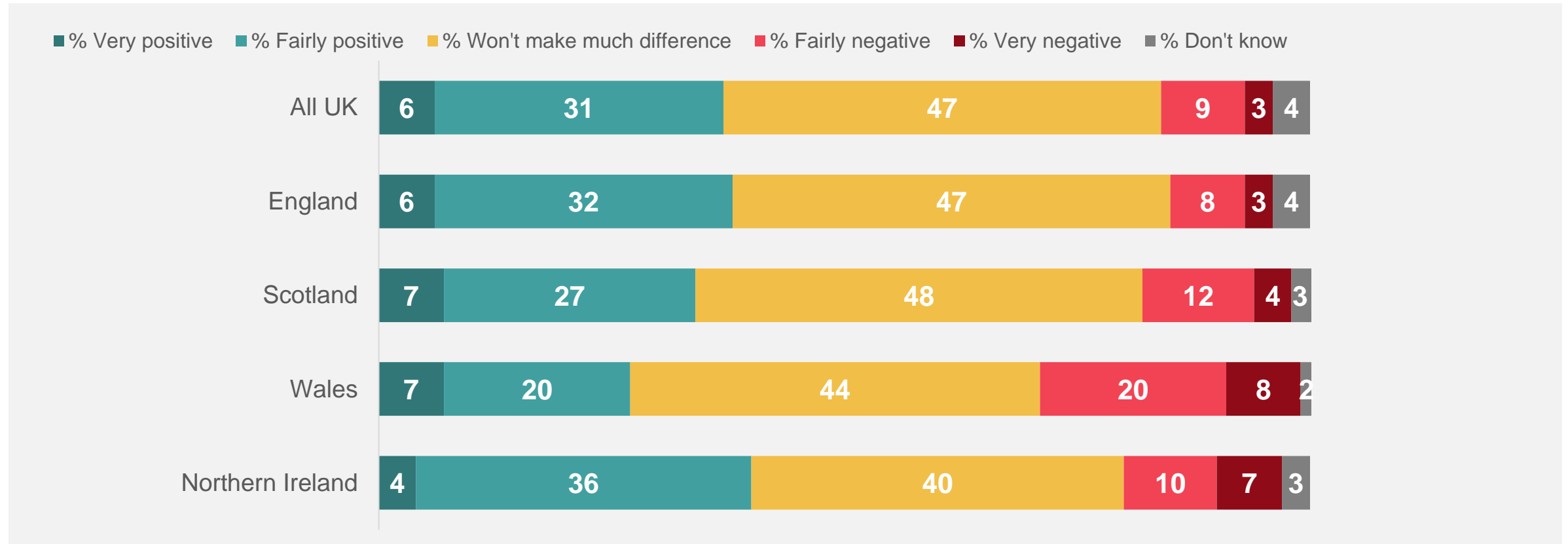
To what extent, if at all, would you support or oppose each of the following? Having a directly elected mayor in your region or county with more control over decisions such as public spending in your local area, and over local public transport and public services like policing



Base: All UK adults 16+ (6189): England (5177), rest of UK (987) | Fieldwork dates: 2-8 February 2023

People in Wales are less optimistic that investment in the largest cities in their region would benefit their local area

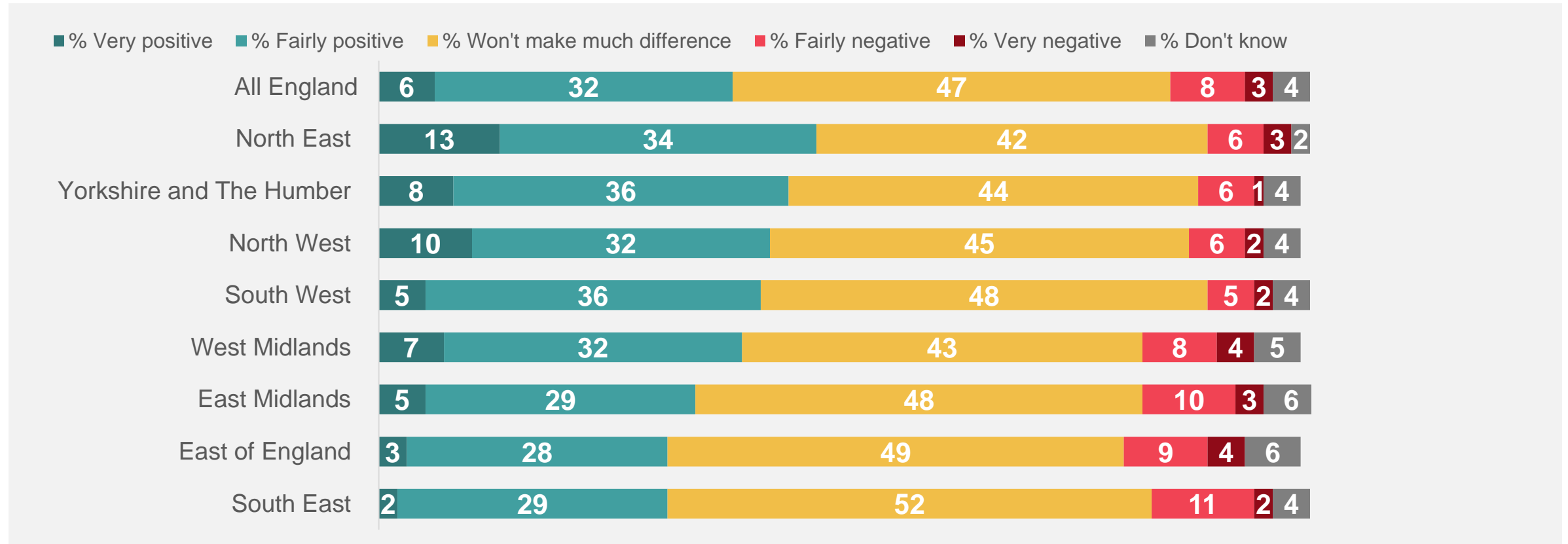
Do you think increasing investment in the largest cities in your region will have a positive or negative impact on your local area, or won't make a difference?



Base: All UK adults except London 16+ (5607); England (4595). Scotland (510), Wales (259), Northern Ireland (243). Fieldwork dates: 2-8 February 2023

More people in the North of England believe that investment in the largest cities in their region would benefit their local area

Do you think increasing investment in the largest cities in your region will have a positive or negative impact on your local area, or won't make a difference?



Base: All UK adults except London 16+ (5607); England (4595). North East (262), North West (661), Yorkshire and the Humber (528), East Midlands (486), West Midlands (541), East of England (618), South East (861) and South West (638). Fieldwork dates: 2-8 February 2023



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 most recent data shown in this report was collected between 2 – 8 February 2023.

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>Pay: 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"> The ease of making journeys within your local area using public transport The cost of making journeys within your local area using public transport The time it takes to make journeys within your local area using public transport 	How do you access the internet when you are outside your home? 3G/4G/5G mobile data	To what extent do you think primary schools in your local area are good or poor at ensuring children reach a good standard in reading, writing and maths?	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>Employment: 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"> Motorways and A-roads Quality of local cycle routes 			
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"> • how satisfied are you with your life nowadays? • to what extent do you feel that things you do in your life are worthwhile? • how happy did you feel yesterday? • how anxious did you feel yesterday? 	Satisfaction with... <ul style="list-style-type: none"> • your nearest town centre • cultural facilities such as museums, theatres and events in my local area 	First time buyers Satisfaction with: <ul style="list-style-type: none"> • affordability of housing • the choice of housing 	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"> • access to NHS services when you need them in your local area • the quality of your GP • the quality of NHS hospitals • air quality in your local area • leisure centres • local cycle routes 	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	Quality of (rented) homes Satisfaction with: <ul style="list-style-type: none"> • the quality of your home • the warmth of your home • the energy efficiency of your home 	What do you think has happened to crime over the past 12 months... <ul style="list-style-type: none"> • in the country as a whole? • in your local area ? 	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"> • people in my local area pull together to improve it • people from different backgrounds get on well together in my local area • I am proud to live in my local area 		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"> • your local area? • the country as a whole?
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	How satisfied or dissatisfied are you with the way your local Council runs things

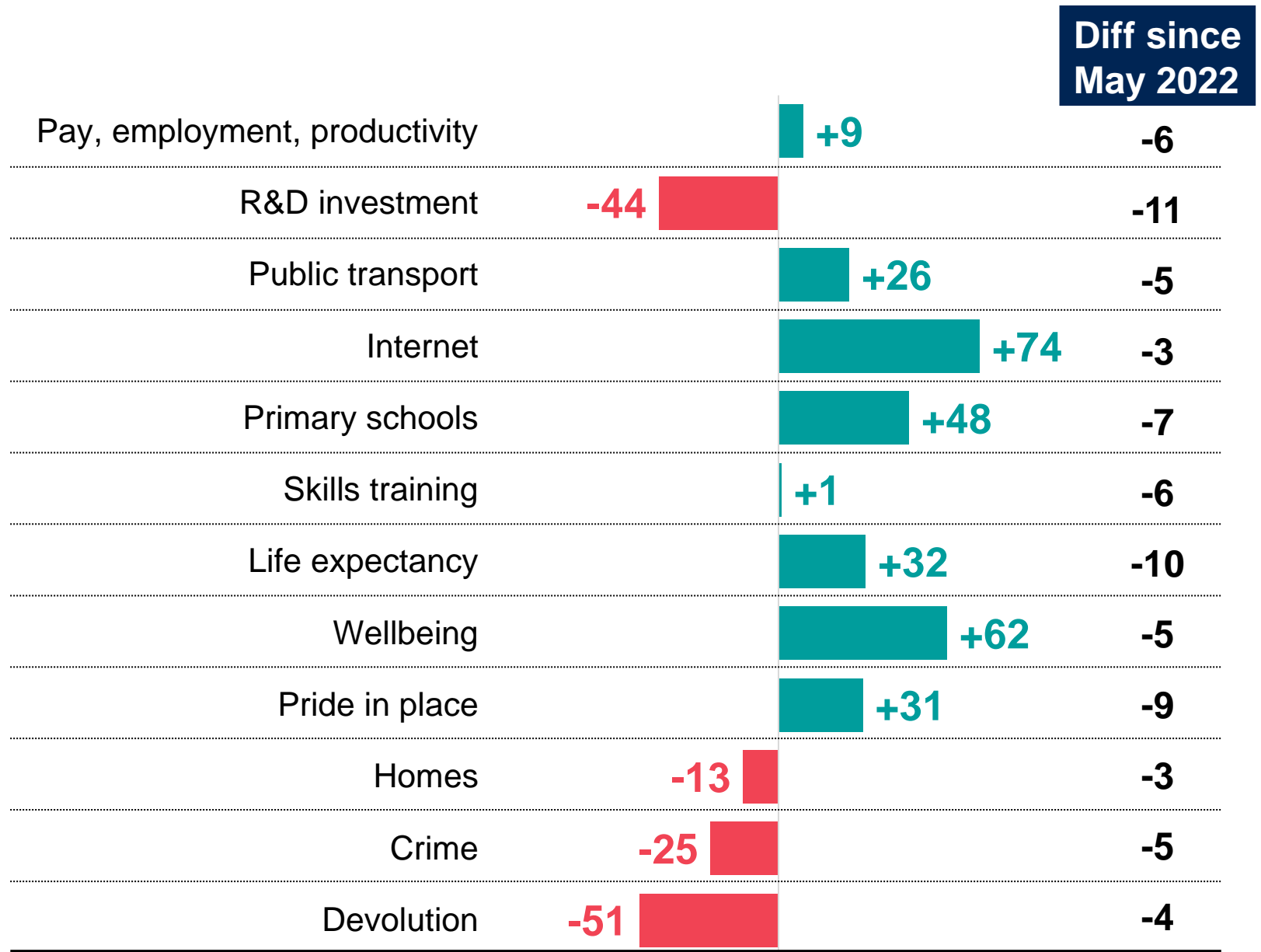
Overview: Index scores for the 12 missions

The Index scores for eight of the twelve missions remain positive since May 2022, while the other four are negative. However, **scores for each of the twelve missions have declined overall.**

The mission with the most negative score is *devolution*, followed by *R&D investment*, *crime*, and *homes*. *Internet*, *wellbeing* and *primary schools* have the most positive evaluations.

Moreover, it should be borne in mind that a high 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+ (6189) | Fieldwork dates: 2-8 February 2023



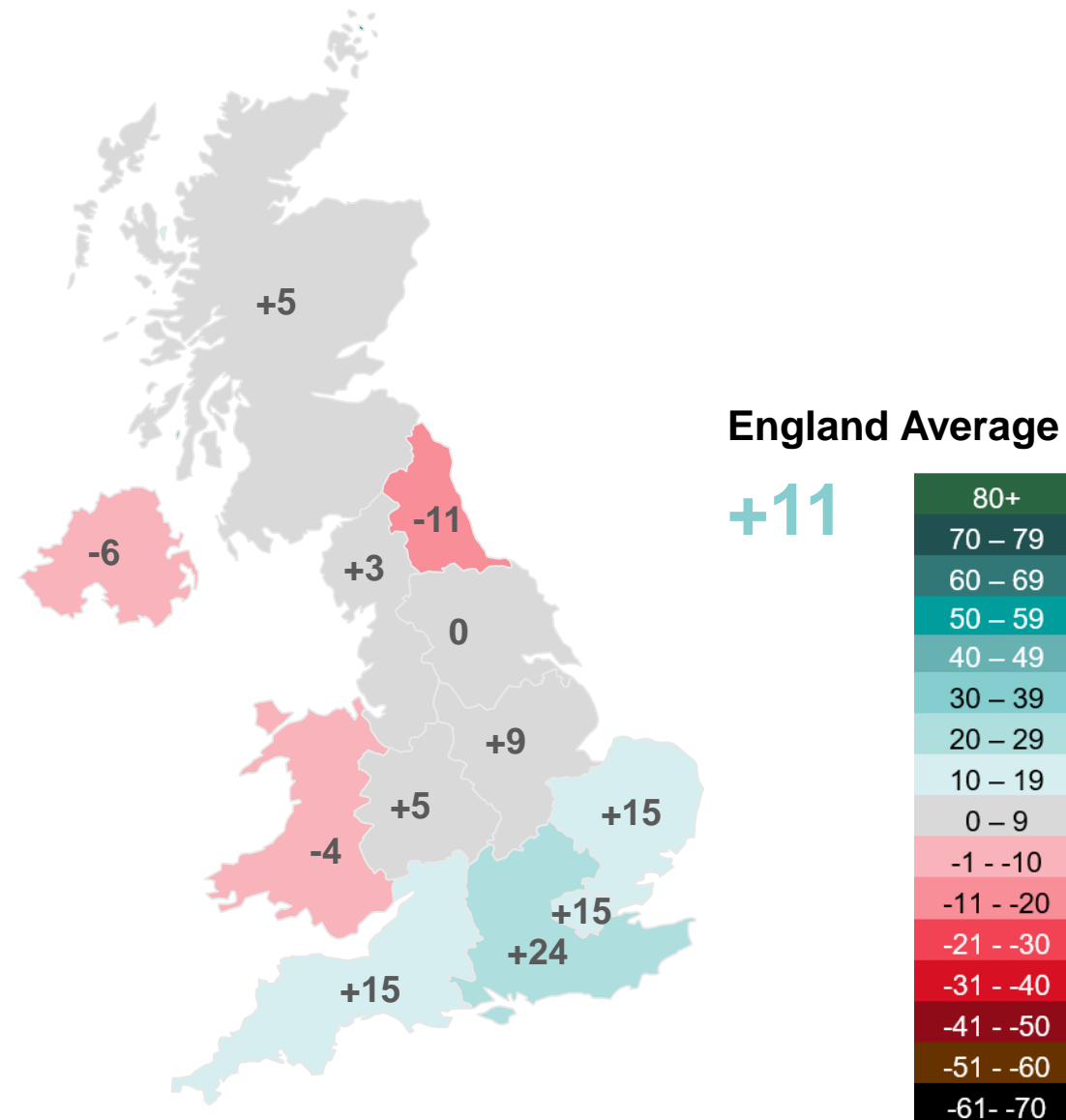
Mission 1: Pay, employment & productivity

"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 for England overall (9 but with regional differences) and Scotland, and negative for Wales and Northern Ireland.

Across Wales, satisfaction scores are now negative having been neutral (0) in May 2022, while Northern Ireland has seen a 12 point shift from +6 to -6.

Across England scores are mostly positive apart from the North East and Yorkshire and the Humber (which is neutral). Scores decreased in every region in England by a range of 4 – 9 points.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
 Methodology: The KnowledgePanel, Levelling Up Tracker
 Fieldwork dates: 2-8 February 2023

Mission 2: R&D investment

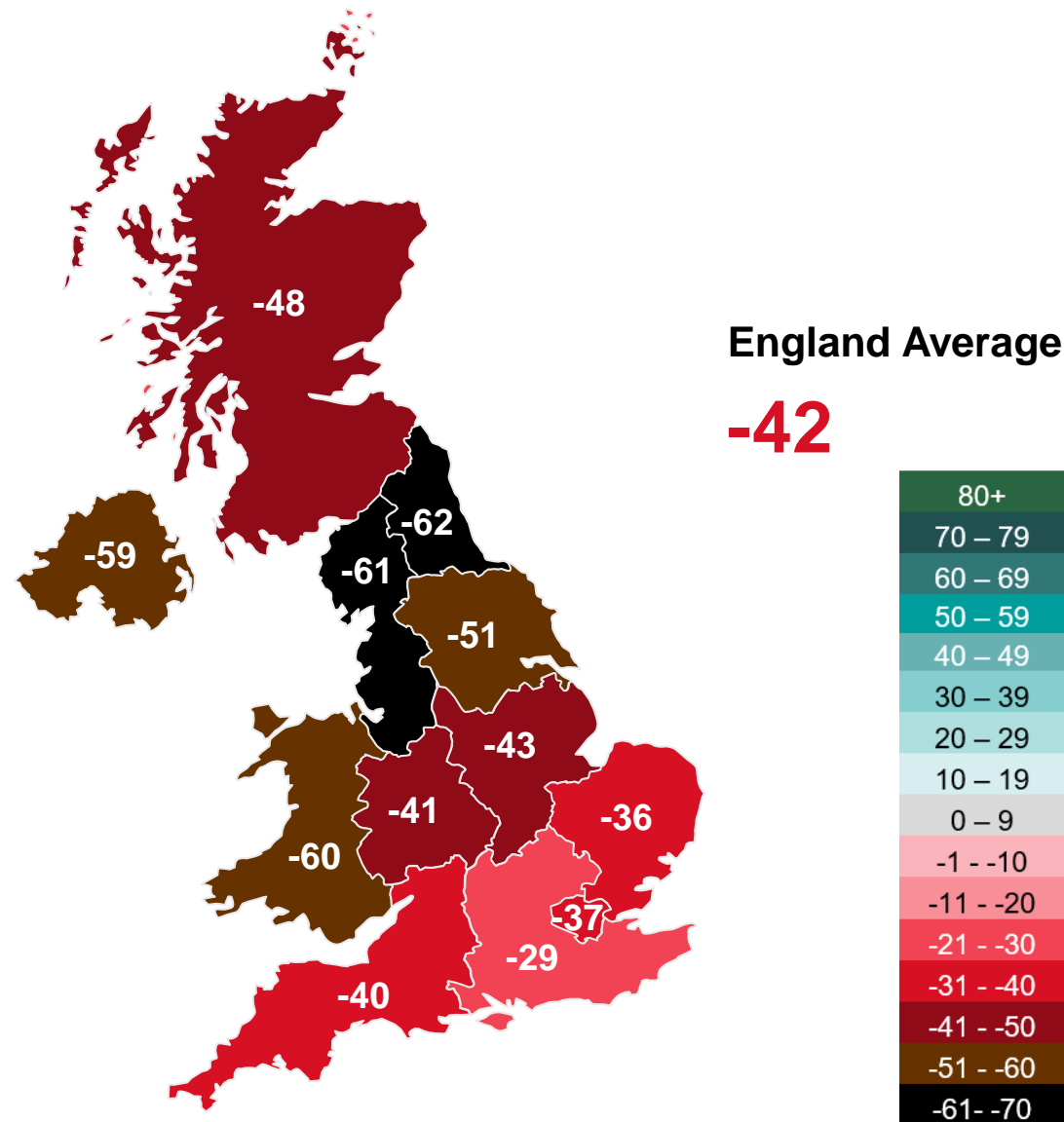
“By 2030, domestic public investment in R&D outside the Greater South East will increase by at least 40%, and over the Spending Review period by at least one third. This additional government funding will seek to leverage at least twice as much private sector investment over the long term to stimulate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

Perceptions of R&D investment are net negative across all UK nations especially in Northern Ireland, Wales and the North East and North West of England.

The largest shift from May 2022 occurred in Wales which decreased from -43 to -60. Northern Ireland also saw a substantial change going from -48 to -59.

The North West and North East saw the biggest changes in England decreasing by 15 points in the North West and 13 points in the North East since May last year.

Again, residents in more deprived areas are particularly dissatisfied, with a score of -54 compared to -34 in the least deprived areas.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
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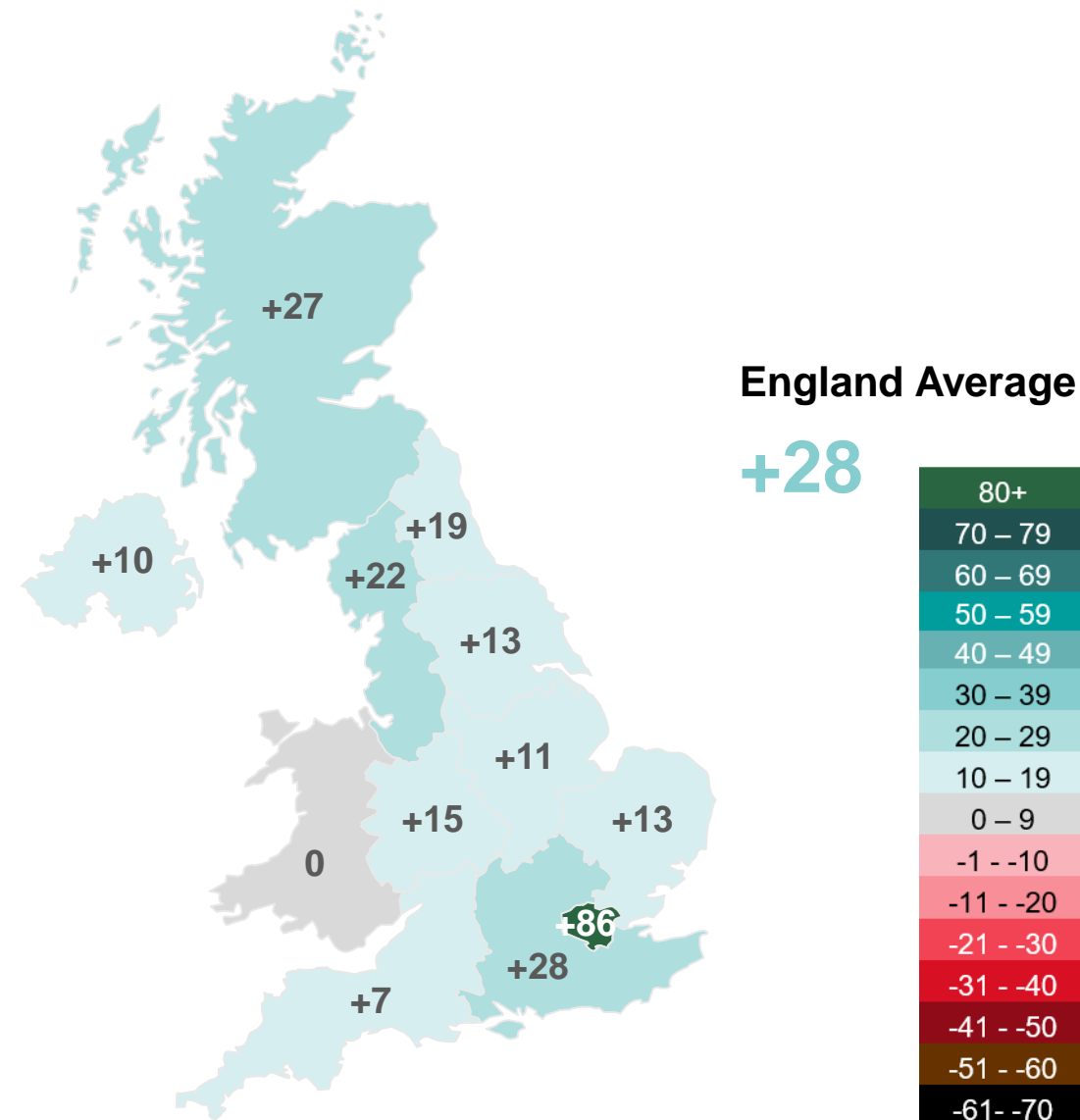
Mission 3: Public transport

"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. Northern Ireland has seen a 5 pt improvement since May 2022 while the scores have decreased in every other region.

Within England, London still has a far higher score than any other region as it did last year. Residents in the South West are least content (public transport is a high priority for this group), followed by those living in Yorkshire & the Humber, the Midlands and East of England.

Rural areas unsurprisingly continue to score much worse (-11) than urban areas (+35), 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 (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
Fieldwork dates: 2-8 February 2023

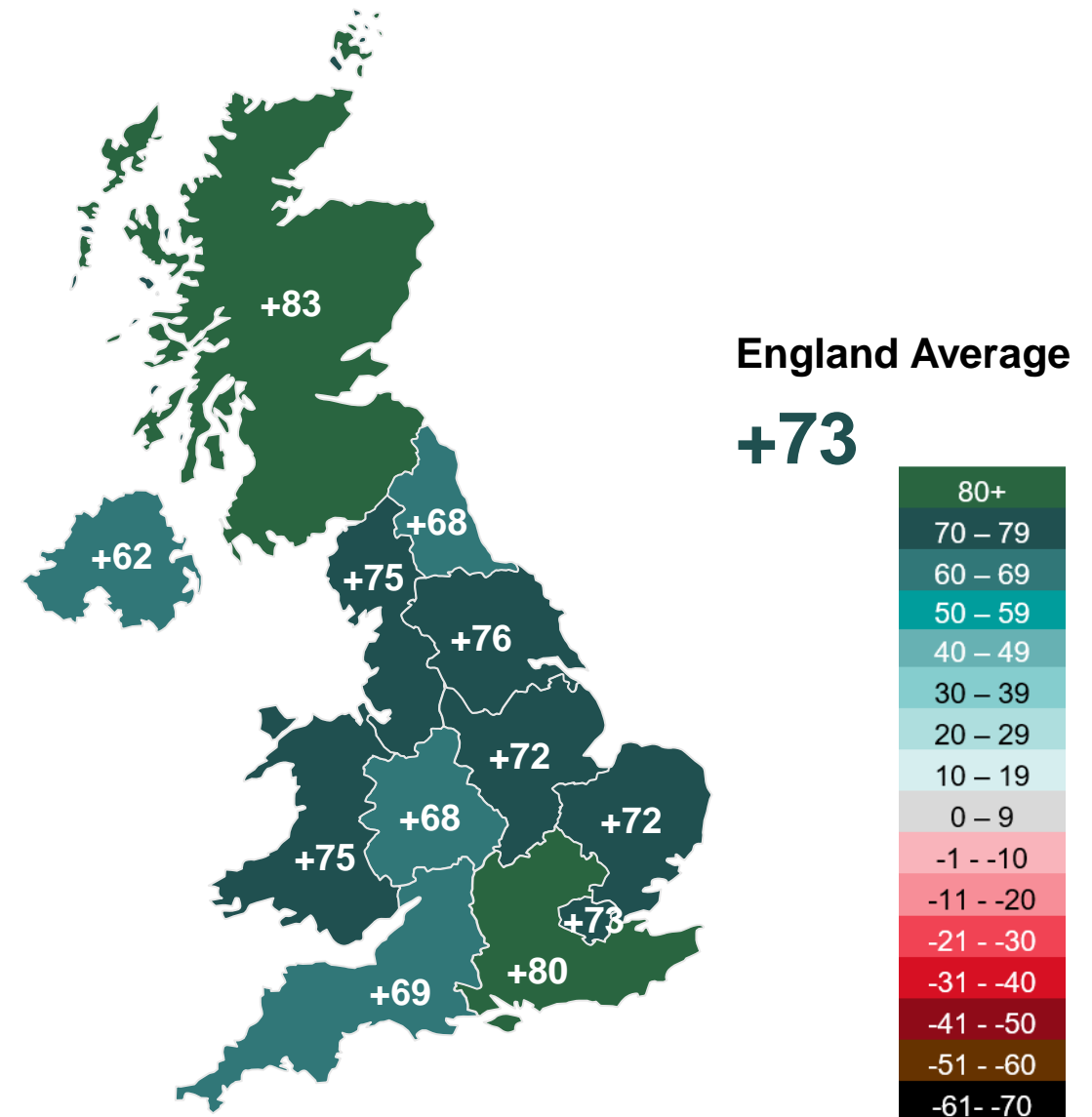
Mission 4: Internet

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

Mission 4 remains the most positively evaluated mission, with Scotland having the highest scores while slightly lower in Northern Ireland.

The England average is +73 with the South-East posing the highest score and the North East and East Midlands (both +68) with the lowest score, followed by the South-West (+69).

There is a slightly bigger gap between urban and rural dwellers, +78 compared to +58.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
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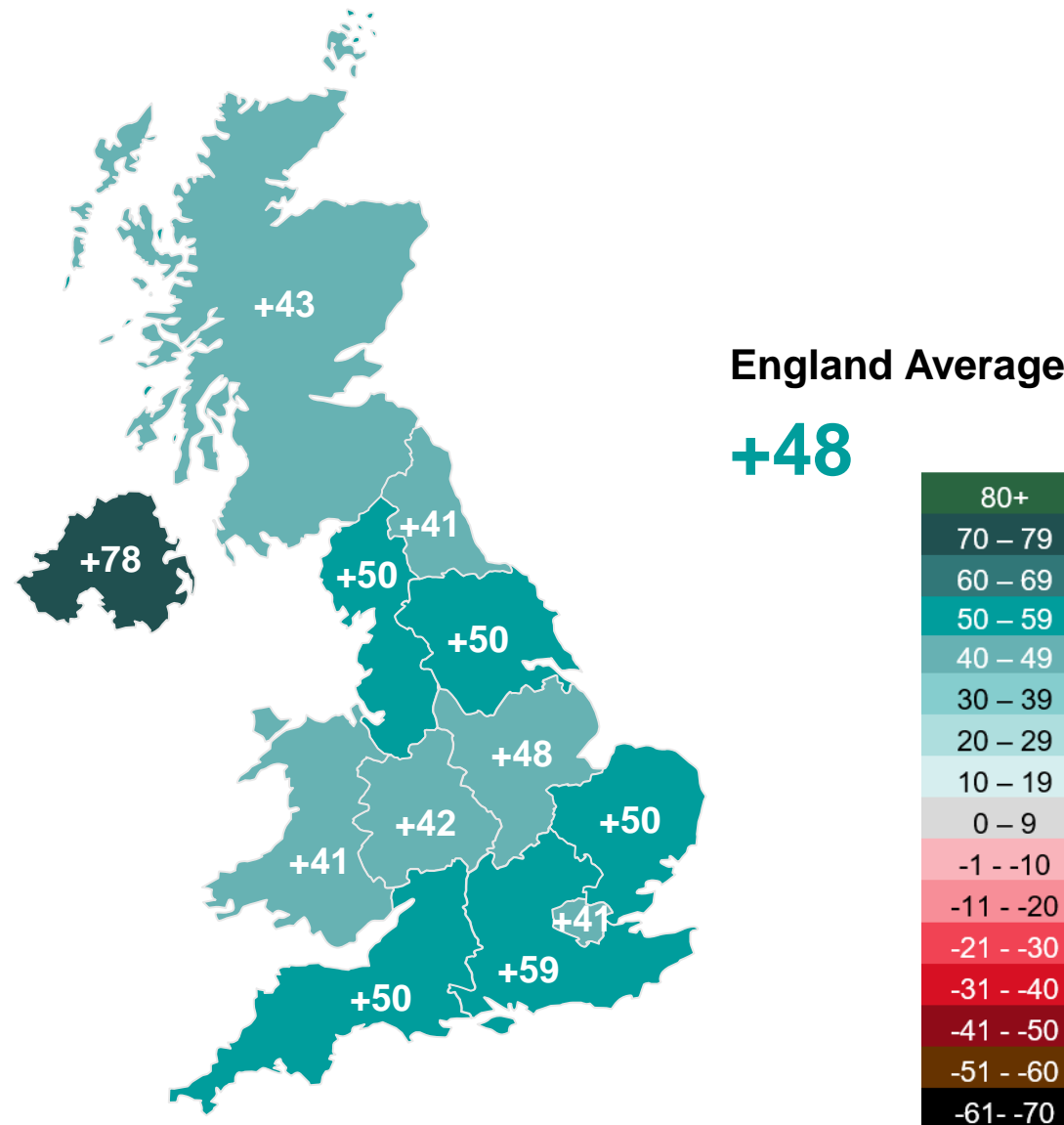
Mission 5: Primary schools

“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”

Although positive, there is some variation amongst the various regions of the UK within mission 5. While England (+48) and Scotland (+43) and Wales (+41) share similar scores, Northern Ireland is much higher (+78).

Within England, the South East has the highest score (+59) while the East Midlands (+42) and North East (+41) have the lowest score.

Deprivation is also a significant factor for the primary schools mission Index score, ranging from +34 within the most deprived places to +67 for the least deprived.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
Fieldwork dates: 2-8 February 2023

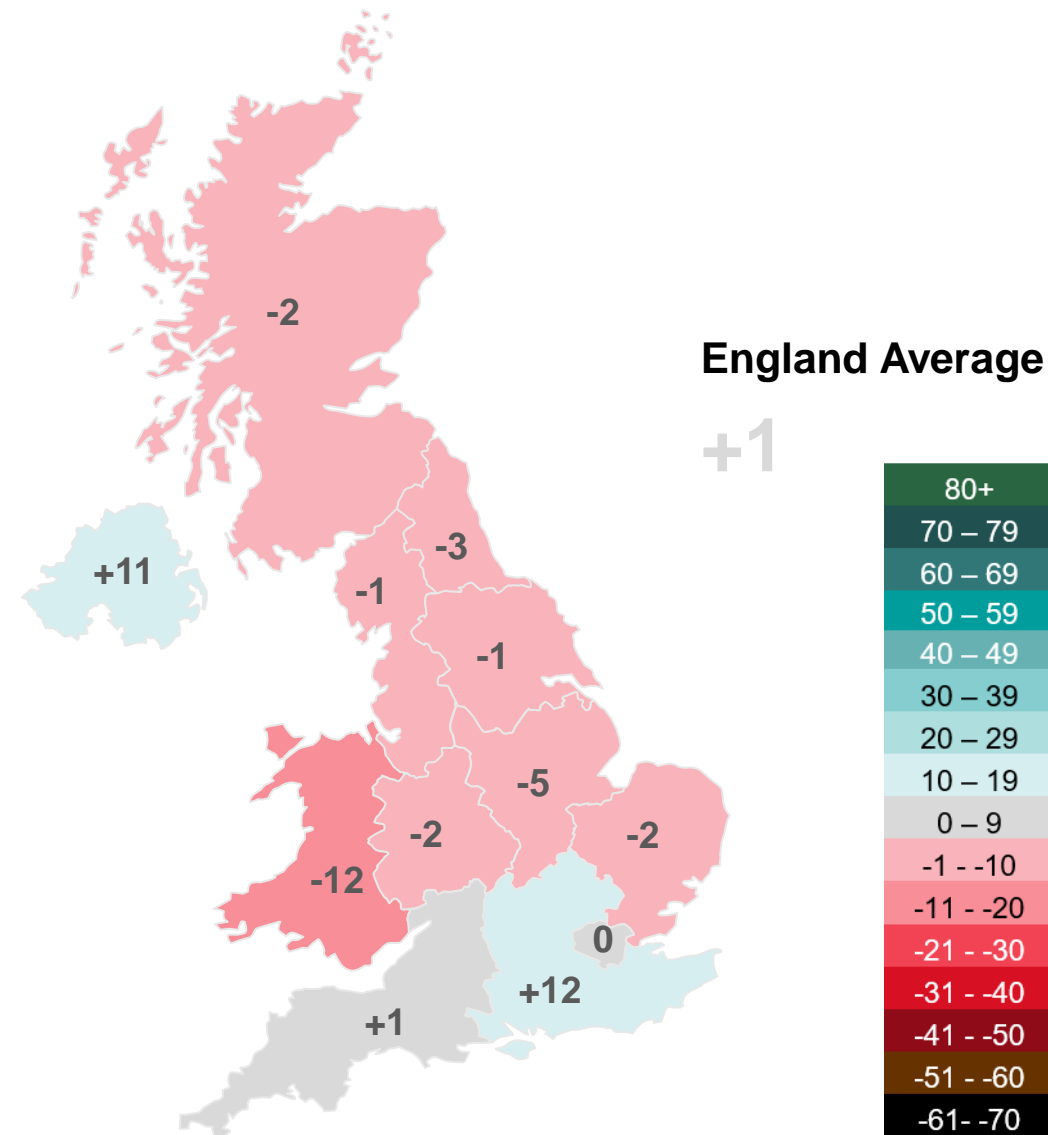
Mission 6: Skills training

“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 remains the nation most negative on skills and training, down 11 points since May 2022.

In England, although the score remains barely positive at just +1 a number of regions within the nation moved from positive to negative sentiment with the biggest shifts occurring in the East Midlands (down 15 points) and the South East (down 14 points). The only regions to remain positive in England are the South East while London and the South West are neutral.

There are incremental differences in deprivation levels, with the most deprived areas scoring -6 whilst the least deprived areas rated slightly higher at +10.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
Fieldwork dates: 2-8 February 2023

Mission 7: Life expectancy

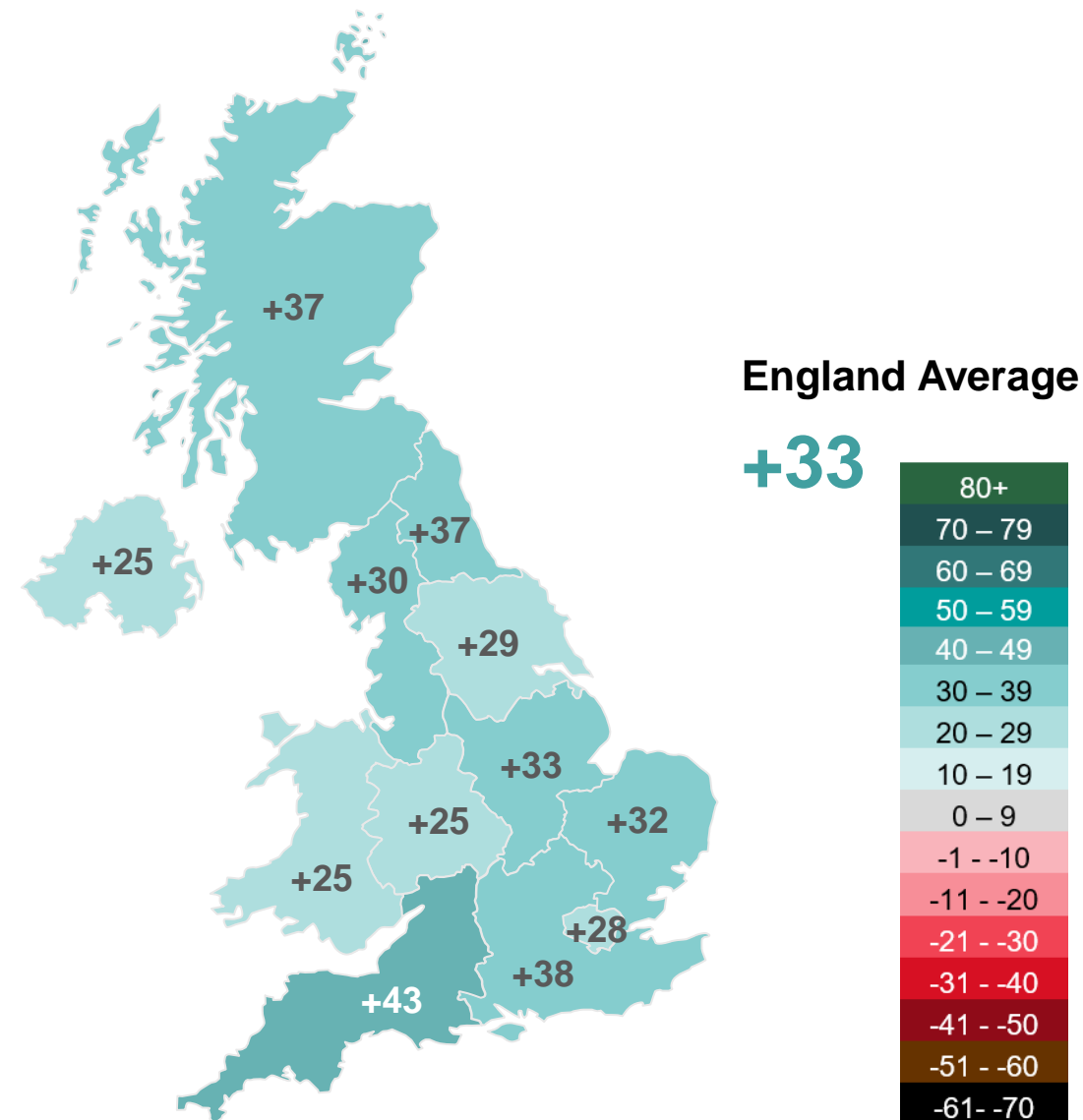
“By 2030, the gap in Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed, and by 2035 HLE will rise by five years.”

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. Northern Ireland and Wales score lower on this mission, compared with England and Scotland.

Overall country scores, and scores across the England regions are overall lower than in May 2022.

Within England, the South West still scores best (although down by 12 points overall), followed by the South East and North East. The West Midlands is the region with the lowest score at (+25).

Scores on this mission are strongly influenced by deprivation: the score for the most deprived quintile is only +16, while for the least deprived it is +43.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
 Methodology: The KnowledgePanel, Levelling Up Tracker
 Fieldwork dates: 2-8 February 2023

Mission 8: Wellbeing

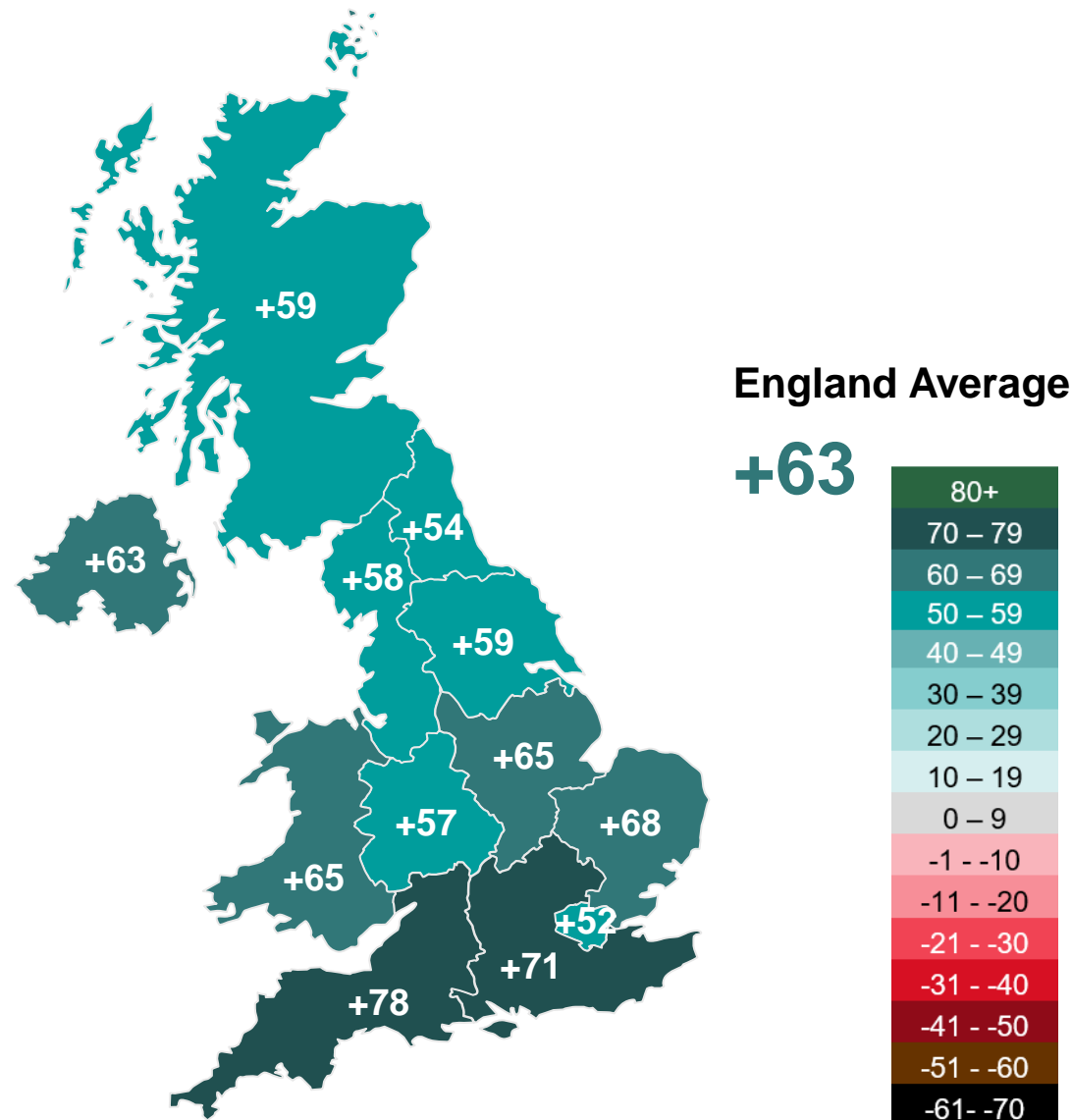
"By 2030, wellbeing will have improved in every area of the UK, with the gap between top performing and other areas closing."

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 (+78) which decreased by only 1 point since May 2022. Other Southern regions also see the highest scores on this measure, South East +71, East of England +68 and the East Midlands (+65).

London is now the region with the lowest wellbeing score at +52 (down 9 points) followed by the North East at +54 (down 8 points).

Again, there is a clear difference by deprivation on this mission, with an Index score of +40 in the most deprived areas, rising to +80 in the least deprived quintile.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
Fieldwork dates: 2-8 February 2023

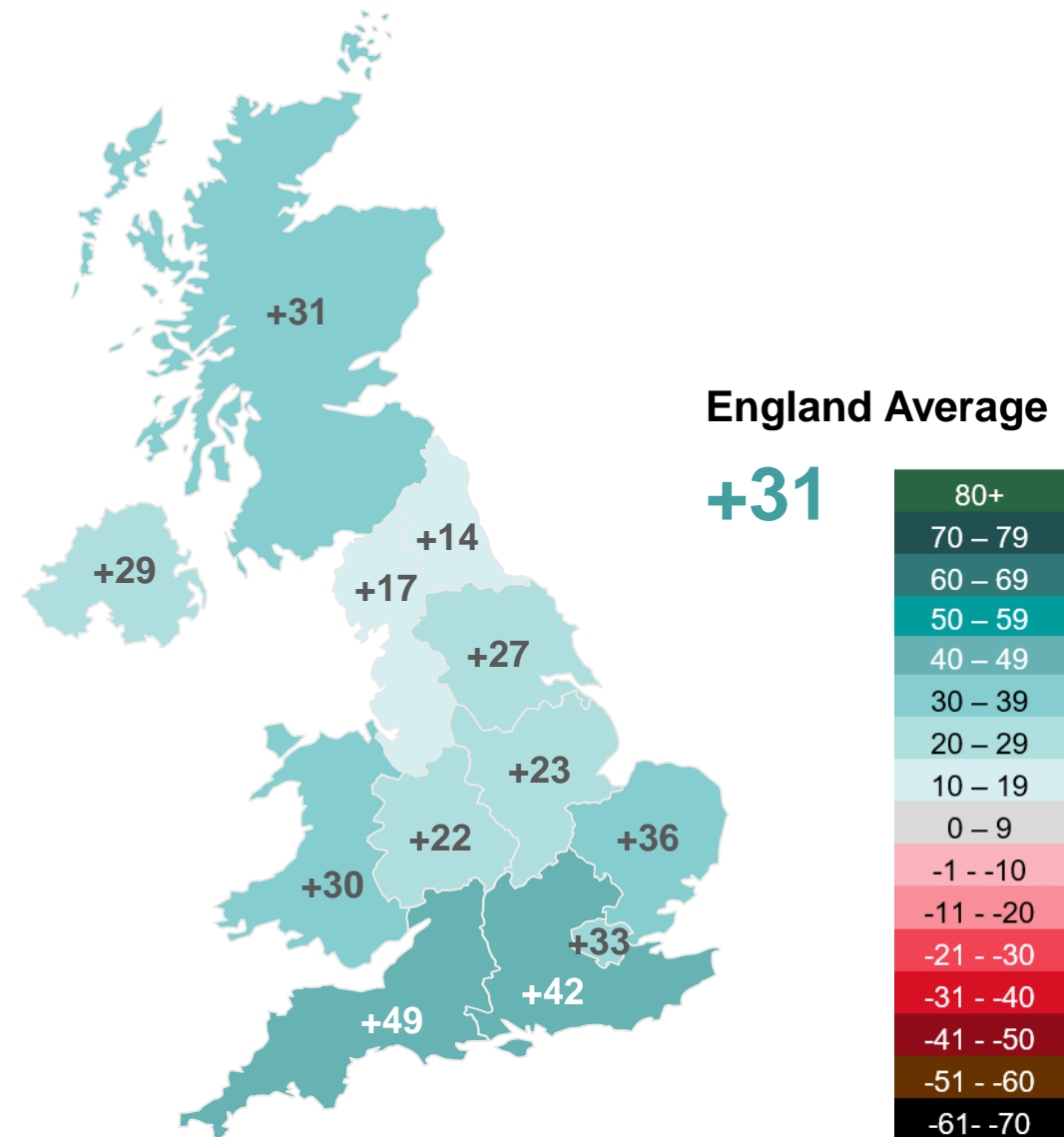
Mission 9: Pride in place

“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”

Index scores for Mission 9 have decreased in every region since May 2022. Whilst previously, England had a higher score compared to the other nations, there is now very little difference among the four nations.

The North East and North West (where the scores are lowest) saw a significant decrease since May (both down 12 points).

Of all the Levelling Up missions, this one shows the biggest impact of deprivation: the most deprived quintile scores only +4, while the least deprived areas average +51.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
Fieldwork dates: 2-8 February 2023

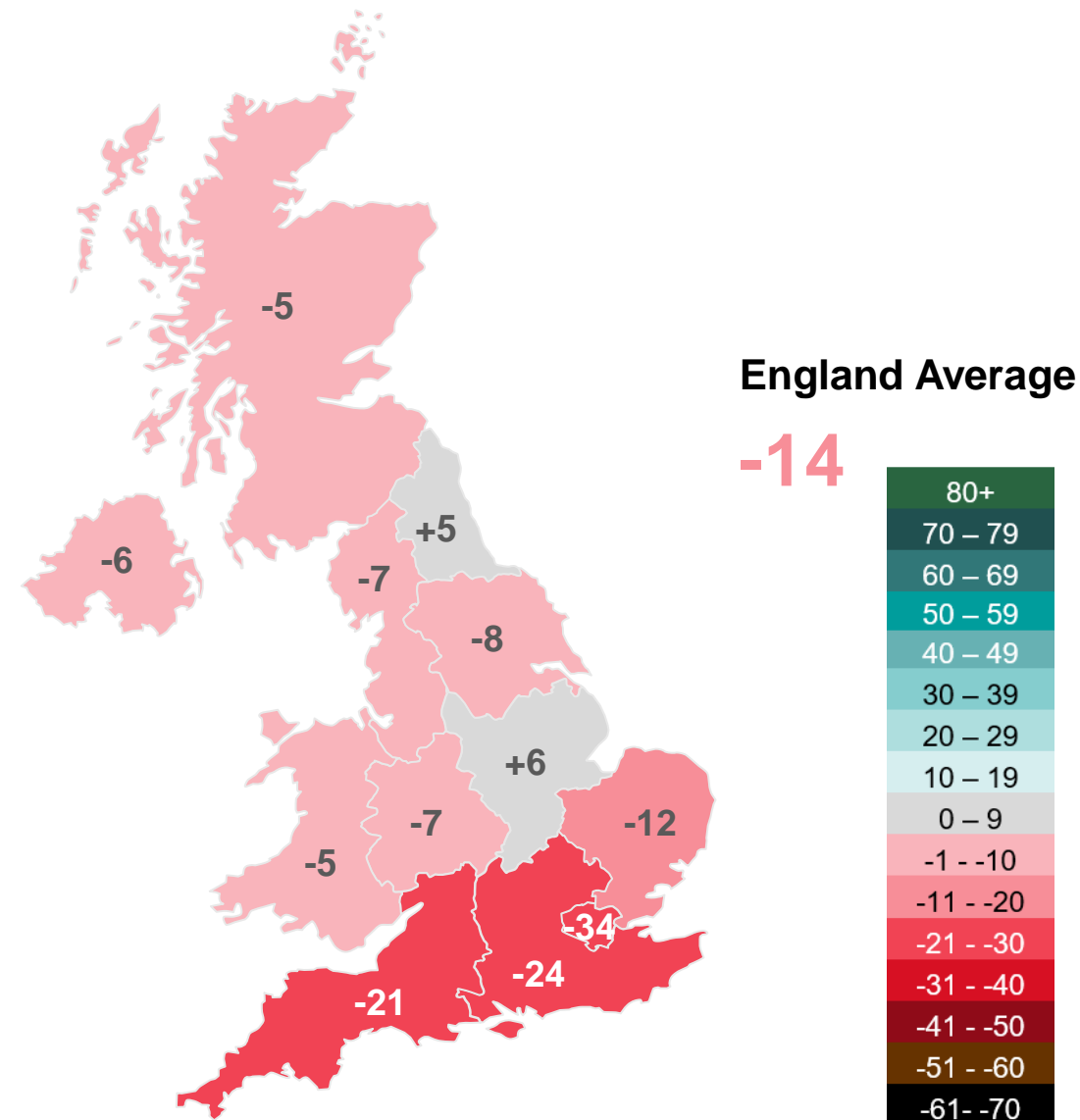
Mission 10: Homes

“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.”

Each of the nations scores negatively on Mission 10. Within England the North East (+5) and the East Midlands (+6) are the only regions with a positive score.

The regional pattern for this mission is distinctive, with scores being higher in the North of England than the South. London remains the lowest scorer (-34) followed by the South East (-24) and South West (-21) although changes were more modest since May last year.

Despite still having a positive score, the North East saw one of the largest regional shifts decreasing by 13 points.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
Fieldwork dates: 2-8 February 2023

Mission 11: Crime

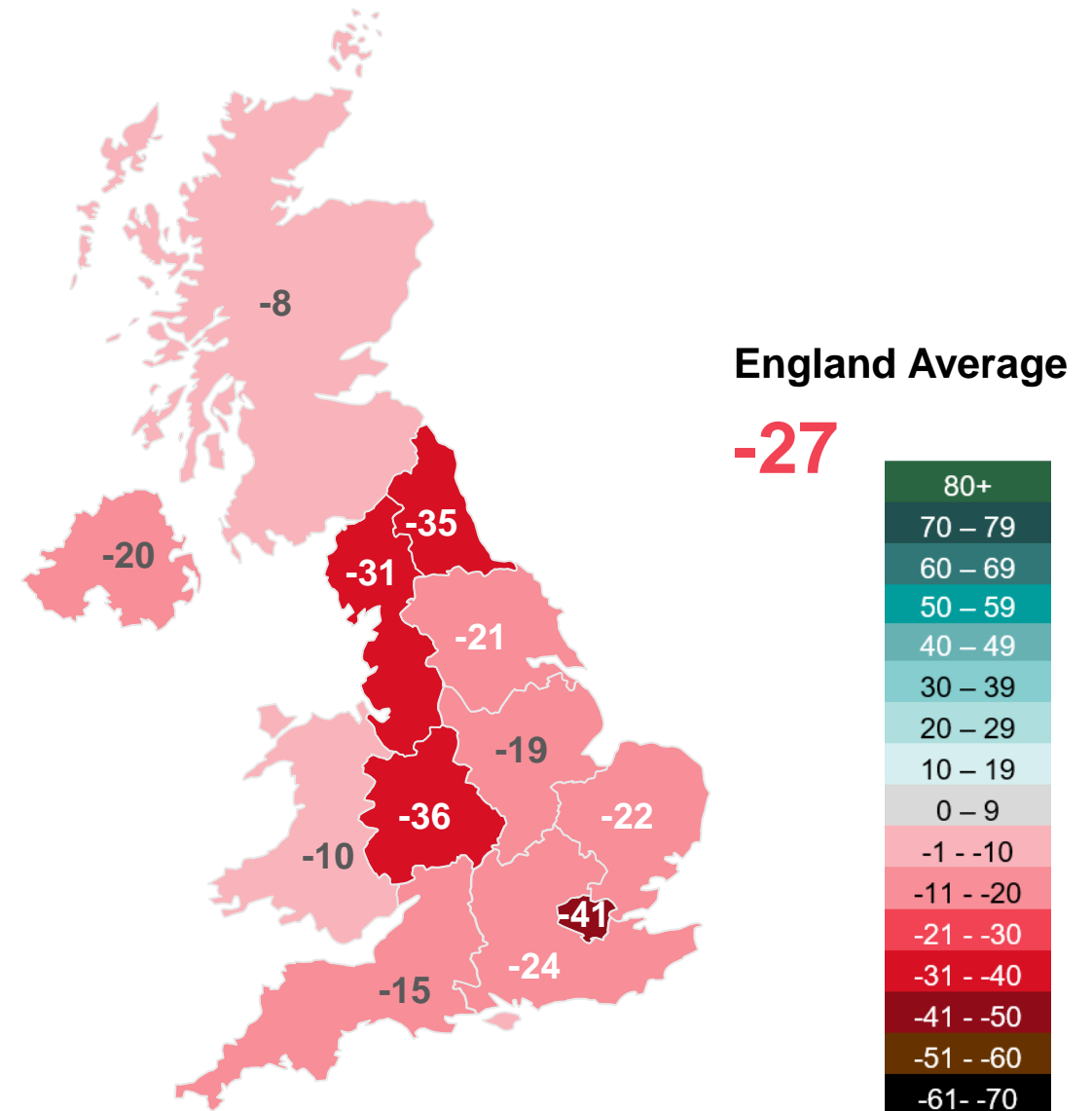
“By 2030, homicide, serious violence and neighbourhood crime will have fallen, focused on the worst-affected areas.”

In line with May 2022, every nation has a net negative score for this mission, but it is England which scores worst on concern about crime, although Northern Ireland has seen quite a drop from -3 in May to -20 this year. Both Scotland and Wales are noticeably better.

Within England, London has the worst score of -41 while the North West, North East and the West Midlands also score lowly. The North East saw a particularly significant shift from May 2022 decreasing by 12 points.

Urban areas score worse than rural areas (-29 compared to -10), and more deprived areas worse than less deprived areas (-39 compared to -15).

As in May 2022, in every region, people thought crime had gone up more across the country than in their own area, and although a majority were not personally worried about being a victim of crime, London was not as much of an outlier. Reducing the level of crime and anti-social behaviour was the top cited priority for local area improvement, with a 3pt increase since May 2022.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
Fieldwork dates: 2-8 February 2023



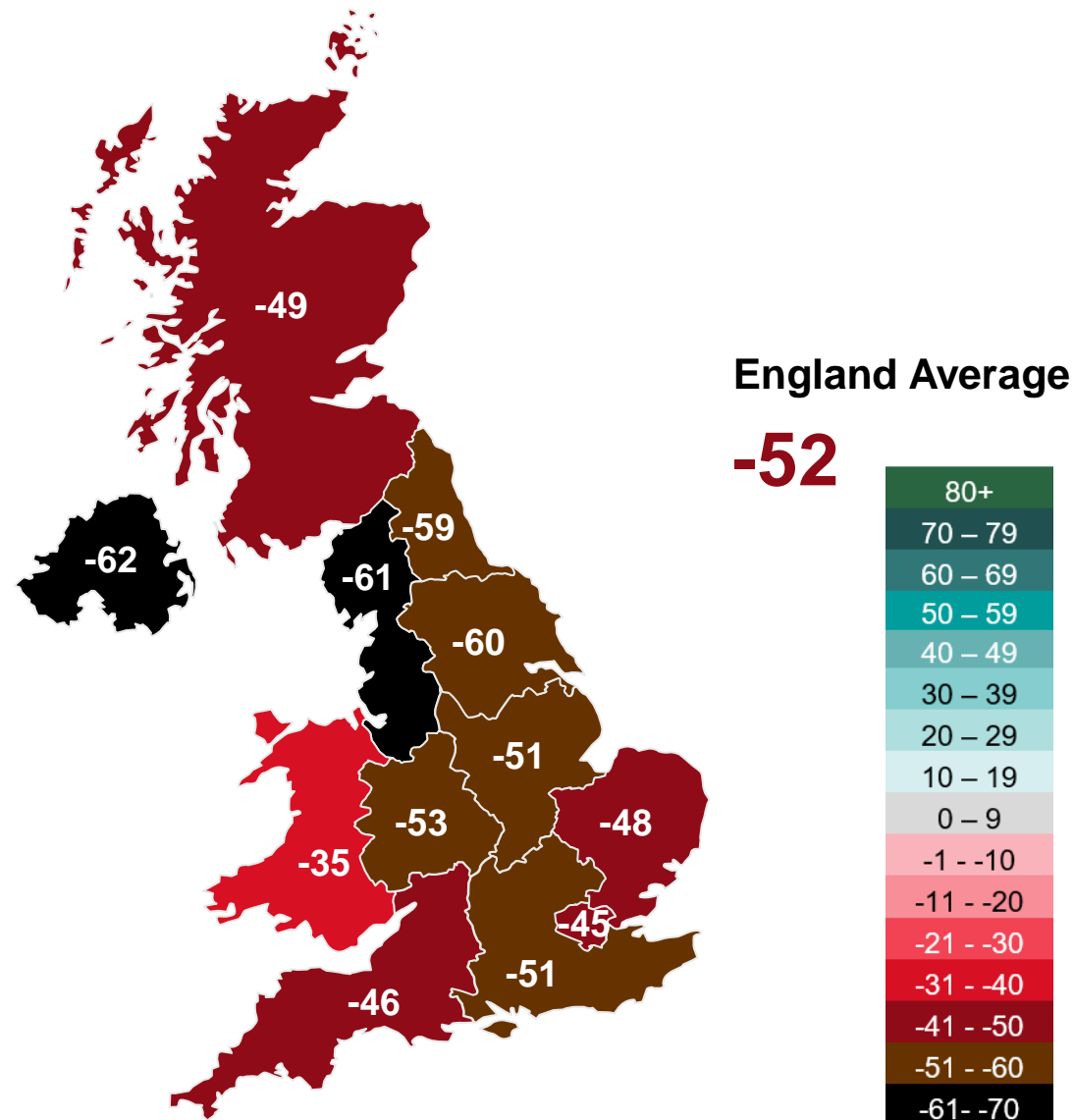
Mission 12: Devolution

"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 amongst the wider public. When looking at the four nations, those in Wales have the least pessimistic score (-35) compared with Scotland (-49), England (-52) and Northern Ireland (-62).

In England, regions in the North score more negatively when compared to those in the South, potentially demonstrating a stronger appetite for improved local decision making. The North West (-61) holds the most negative score while London (-45) has the least negative score within England.

In every region, support for increasing local authority powers is higher than support for mayoral powers.



Base: All aged 16+ in England (6189); North East (262); North West (661); Yorkshire and the Humber (528); East Midlands (486); West Midlands (541); East of England (618); South East (861); South West (638); London (582); Scotland (510); Northern Ireland (243); Wales (259)
Methodology: The KnowledgePanel, Levelling Up Tracker
Fieldwork dates: 2-8 February 2023

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 +35 and the rural score is

-11. 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.

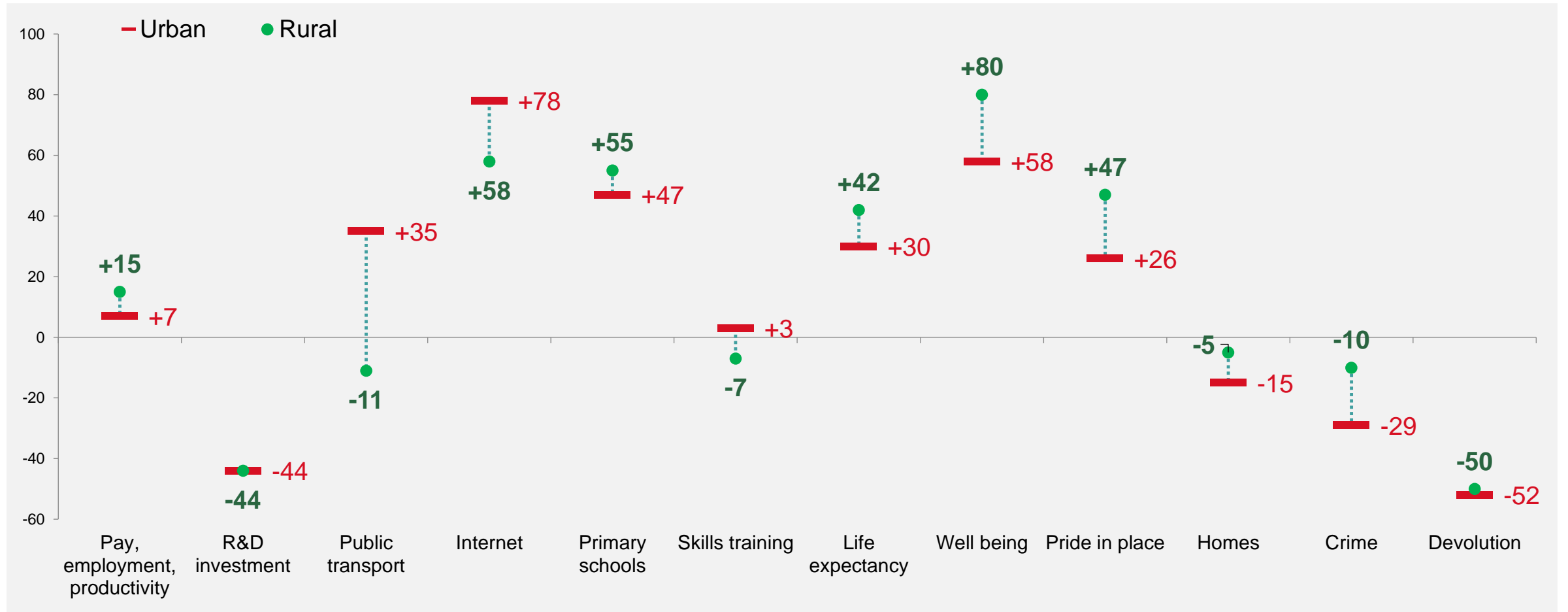
The other policy field where rural areas underperform compared to urban areas is **internet** provision (urban score is +78 and the rural score is +58), again, understandably.

Conversely, the rural scores surpass the urban ones substantially on **crime** (urban -29 and rural -10), where London, the West Midlands

and North West stand out as having a worse score than other areas, **wellbeing** (urban +58 and rural +80) and **pride in place** (urban +26 and rural +47).

Perhaps surprisingly, there is no significant difference on **homes**. This reflects perceptions of affordability: the worst scores are in London and the South West.

Urban and rural areas



Base: All UK adults 16+ (6189)
Fieldwork dates: 2-8 February 2023

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 gaps where those in the least deprived areas are more likely

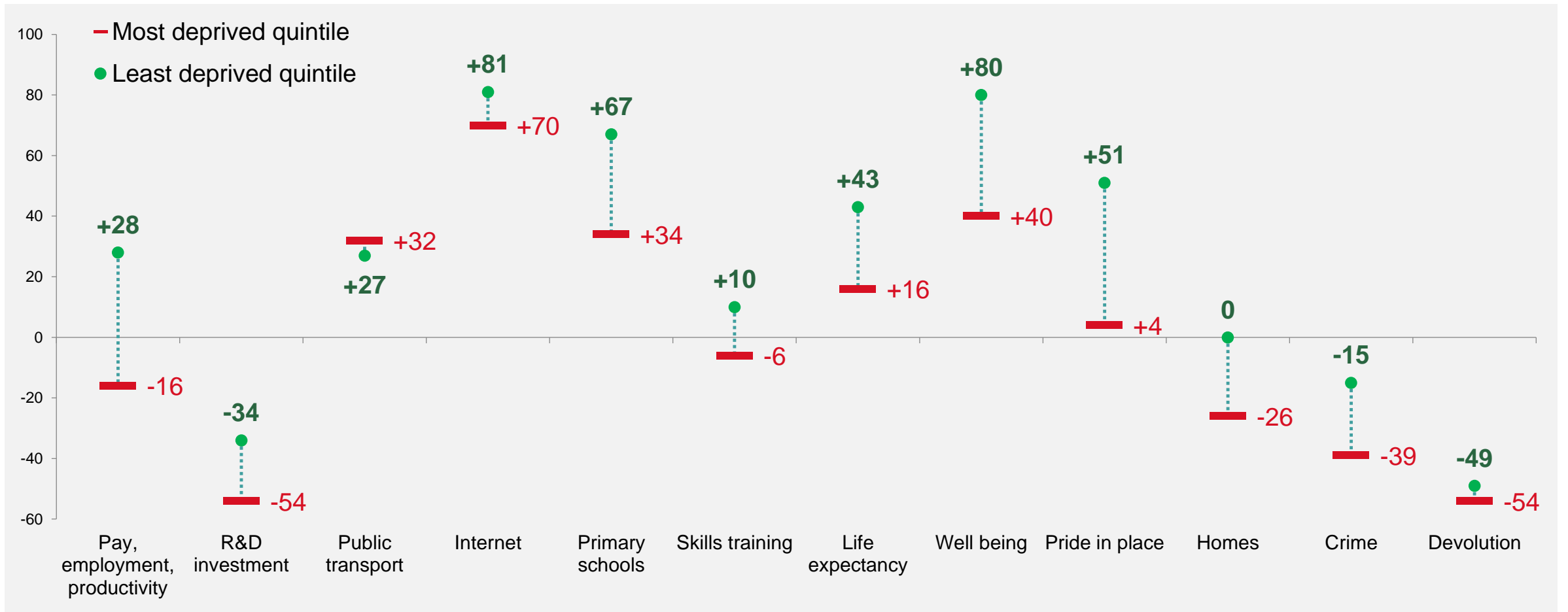
to be more positive and those in the most deprived areas are more likely to have more negative sentiment include:

pride in place (a score of +51 among those in the least deprived quintile and +4 in the most deprived quintile); **pay, employment and productivity** (+28 in the least deprived quintile and -16 in the most deprived quintile); and **well being** (+80 in the least deprived quintile and +40 in the most deprived quintile).

On **public transport**, residents in the most deprived areas are slightly more happy than those in the least deprived areas (+32 in the most deprived quintile compared to +27 in the least deprived quintile).



Most-deprived and least-deprived areas (IMD)



Base: All UK adults 16+ (6189)
 Fieldwork dates: 2-8 February 2023



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.

However, more highly urban areas tend to score worse than average on crime, wellbeing and homes.

The **Services and Industrial Legacy group** (often traditional mining areas) scores lower on almost all of the missions, the exceptions being the Internet and Homes.

On the other hand, the **Affluent England** grouping expresses better scores than average on pay, employment & productivity, the internet, primary schools, skills training, life expectancy, wellbeing, pride in place and crime.



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
All UK	+9	-44	+26	+74	+48	+1	+32	+62	+31	-13	-25	-51
Affluent England	+31	-25	+28	+82	+67	+12	+45	+77	+51	-20	-18	-48
Business, Education and Heritage Centres	+14	-35	+38	+88	+41	+9	+32	+54	+43	-18	-23	-51
Countryside Living	+9	-49	-3	+63	+47	-7	+41	+77	+44	-12	-10	-46
Ethnically Diverse Metropolitan Living	+3	-43	+63	+66	+33	-7	+19	+44	+11	-28	-50	-45
London Cosmopolitan	+24	-26	+102	+79	+40	+4	+38	+49	+58	-42	-30	-49
Services and Industrial Legacy	-6	-64	+17	+75	+42	-5	+27	+54	+9	0	-29	-58
Town and Country Living	+13	-43	+5	+69	+64	0	+34	+69	+34	0	-17	-52
Urban Settlements	-1	-52	+27	+72	+47	+3	+24	+63	+9	-10	-35	-56



Appendix: technical details



The Ipsos Levelling Up Index

Technical Note

- This report presents the findings of the third wave of research. Fieldwork for this wave took place 2nd – 8th February, the first being undertaken in February 2022.
- Results were obtained 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 6,189 participants were interviewed, including 5,177 in England, 510 in Scotland, 259 in Wales and 243 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

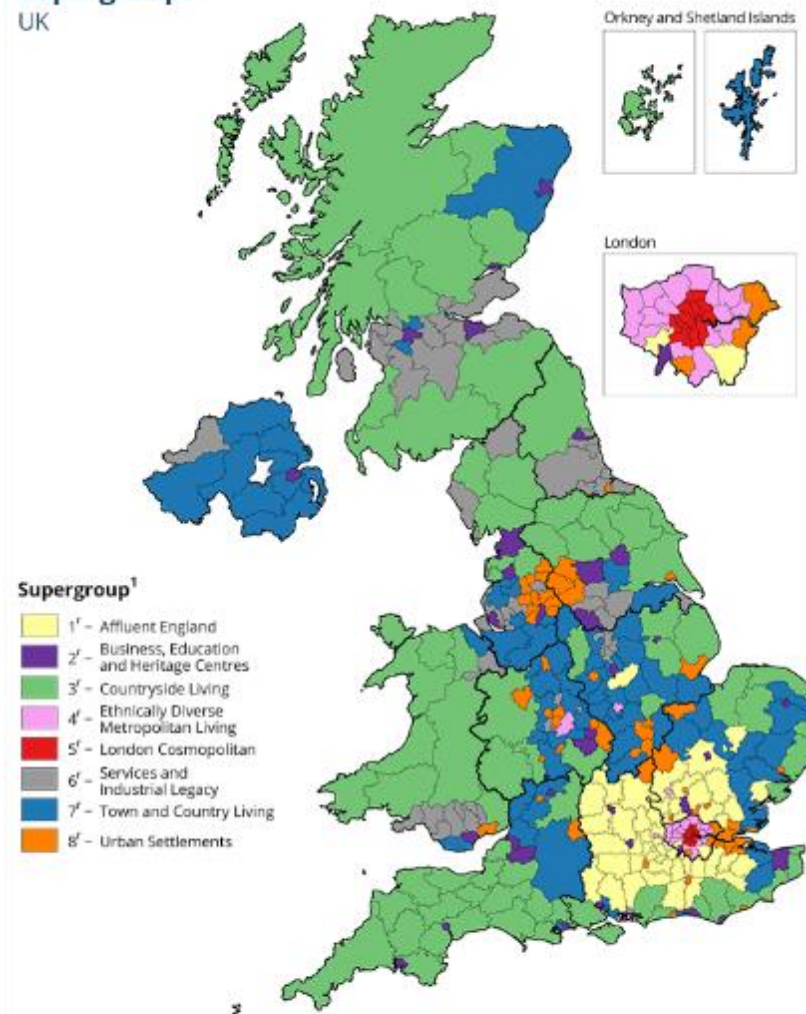
Reference is made in this report to urban and rural areas. This is based on the ONS 2020 mid-year population estimate urban/rural classifications (based on Lower Super Output Areas, LSOAs) for England. Under this classification, 17.1% of the population in England, lives in rural areas while the remainder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



ONS Area Classifications	Brief description
Affluent England	Typically live largely in counties in England near to and around London – Buckinghamshire, Hampshire, Hertfordshire, Kent, Oxfordshire and Surrey
Business, education and heritage centres	Live within larger cities throughout the UK, with either country and/or regional importance.
Countryside living	Characterised by living in rural areas with a low population density and a higher median age compared with the UK as a whole.
Ethnically diverse metropolitan living	Tend to live in Inner and Outer London Boroughs. Areas outside London include Birmingham, Leicester, Luton and Slough
London cosmopolitan	Located within 12 Inner London boroughs, characterised by a very high population density and a relatively low median age
Services and industrial Legacy	Predominately in the Central Belt in Scotland, northern England and south Wales – all traditional mining areas.
Town and country living	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.
Urban settlements	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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Trust, Safety and the Digital Economy

The Commercial Value of Healthy Online Communities

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GP PATIENT SURVEY

About the survey

- 725,600 responses received*
- 283,000 took part online
- Includes 10k+ on
- 427,000 patients with a long term condition, disability or illness
- 141,000 carers
- 67,000 carers

Overall experience of GP practice:

The majority of patients had a good overall experience of their GP practice (82% in 2022 and 82% in 2020)

72% good experience

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 first Covid-19 lockdowns. This wider context should be taken into account when looking at results over time.

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

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The Liminal Space

UK Research and Innovation

The cover features a green and blue background with a stylized graphic of a person's head.



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