



Survey of English Towns & Cities

17/06/2013

Prepared on behalf of People United



Survey of English Towns & Cities

On behalf of People United
17/06/13 - 1,451 respondents

Methodology

Fieldwork Dates

3rd - 14th June 2013

Data Collection Method

The survey was conducted via telephone. A combination of random digit dialling (RDD) and a smaller component of targeted lifestyle data was used. Response rates from different demographic groups were taken into account and an effort was made to ensure representation from all wards in each location surveyed.

Population Sampled

All adults aged 18+ in Leeds*, Hartlepool, Hastings, Norwich, Middlesbrough, Plymouth, Portsmouth, Hull, Leicester, Peterborough*, Blackpool, Coventry, Stoke-on-Trent and Bristol. At least 100 complete responses were obtained for each location.

*for Leeds and Peterborough, only the wards covering the core urban area of the local authority were surveyed. All other locations were surveyed on the basis of the local authority (district, unitary authority or metropolitan borough).

Sample Size

1,451

Data Weighting

Data were weighted to the profile of all adults aged 18+ in the relevant cities. Data were weighted by age and gender. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,451 it is 95% certain that the 'true' value will fall within the range of 2.6% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error; for a sub-sample of 100 responses the margin of error is 9.8%. Conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

Survey of English Towns & Cities

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Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables.

In this survey, questions 2, 3 and 4 were offered as unprompted, open-ended questions; the responses were then grouped into categories for the purposes of tabulation. Question 7 was prompted to respondents as shown in the tables – the responses to this question were read in a randomising order.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Briðne and Damian Lyons Lowe.

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Summary of Key Findings

General Results

What would you say you are most proud of about your area?

Overall across the 14 towns and cities, the aspects of their areas that people tended to be most proud of was the quality and range of green spaces and natural beauty on offer; something that was most pronounced in the coastal areas, where the sea-fronts and beaches were a particular source of local pride. Following this people were most proud of their fellow residents, whom they tended to describe as friendly, kind and generous, though with considerable variation between places, with Leicester recording the highest total of diverse, tolerant and friendly residents at 43%. This may help explain why Leicester also saw the highest proportion of people saying that they were happy and had no problems (28%) when asked what they most wanted changed about their city.

On the other hand, 10% of people said that there was nothing at all that they were proud and that they hated the place where they lived; a tendency that was most pronounced in Stoke-on-Trent (25%) and Middlesbrough (19%) and lowest in Leeds (1%) and Norwich (2%). Other aspects people tended to report being proud of included a vibrant local culture, local history and the architecture and buildings of the city.

If you could get the government to change one thing in your local area, what would it be?

In terms of what people did not like and most wanted the government to change in their local area, the most frequently reported desires, mentioned by 13% of respondents, were for better roads and efforts to reduce congestion (as well as 7% that wanted improved local public transport) followed by greater efforts to tackle crime and anti-social behaviour (11%).

There was a lot of variety in response to this question between different areas, with each having their own very local issues of concern (for instance Hartlepool was the only place that expressed much concern about hospitals, due to the closure of their local A&E service). In general though, other things that were heard a lot included more efforts to promote the local economy and shopping (10%), wanting more done to create jobs and reduce unemployment (9%), and more youth projects and support services for young people (8%).

What would you say is the number one issue affecting you and your family?

With regard to issues affecting people and their families, top was money and financial troubles (23%), followed closely by concerns over unemployment and job security (17%), suggesting a troubled economic outlook for many people. Breaking down further those people who reported financial troubles, 48% of them mentioned the increasing cost of living as a difficulty they faced, with energy bills being the

Survey of English Towns & Cities

On behalf of People United
17/06/13 - 1,451 respondents

most mentioned contributing factor. 35% of those with financial worries said they had a low income and 11% said they were suffering from the withdrawal of some benefits.

9% of people mentioned immigration as their main complaint in either of the previous two questions. The main complaints about immigration were, in order, making it harder for native residents to find jobs (45%), their effect on social cohesion and general unease at 'foreign' people and culture (25%), their contribution to crime (23%) and their impact on overcrowding of local services such as hospitals (20%).

What do you think it is more important for the government to concentrate on doing at the moment?

On the question of economic policy, two thirds of respondents (66%) said they thought the government should focus more on investing in growth and jobs, even at the expense of deficit-reduction, compared to only 26% who thought the government should focus on reducing the deficit at the expense of more investment in growth and jobs today. This compares to 48% in favour of investment and 39% in favour of deficit-reduction when this question was asked on a national basis (see: Economic Policy Poll for Labour List, 25/05/13).

Points of Interest, by Location

Leeds

In Leeds respondents had many positive things to say about their city, with virtually nobody saying that they disliked the city and had nothing they were proud of - the lowest of all the cities surveyed. Like elsewhere, the green spaces were peoples' favourite things (21%), including the nearby Yorkshire Dales as well as the parks in and around the city, but Leeds also had a high proportion of people reporting a vibrant culture (18%) and had the second highest rating of all 14 cities for good shopping and town centre (17%). The town hall was also mentioned by a number of respondents as an example of good local architecture.

People also did have a number of complaints about Leeds however - these were predominantly the congested roads (18%), high levels of crime and anti-social behaviour (15%) and unusually littering and uncleanliness of the city, which was at the highest level of all cities surveyed (12%).

Despite liking their city, respondents in Leeds had a number of personal concerns, with only 9% saying that they were personally unaffected by any issues, the lowest of all places surveyed. Like most places, money issues (26%) and unemployment (15%) were the most pressing concerns, followed by crime (12%) and again, roads & transport (9%).

Survey of English Towns & Cities

On behalf of People United
17/06/13 - 1,451 respondents

Hartlepool

Hartlepool was rated as one of the most picturesque of the places surveyed, with 35% of residents surveyed saying they were most proud of the green spaces/natural beauty, and a further 19% saying the architecture and buildings of the city were what they most liked - in particular the marina and beaches were brought up by a lot of people. Hartlepool also had a very high proportion of respondents (22%) saying that the friendly and tolerant people were their favourite thing about the city. On the other hand, Hartlepool was one of the only cities where virtually no respondents (only one person) mentioned being proud of the city for its culture.

When asked what they wanted changed about Hartlepool, 20% mentioned creating more jobs - the highest of all places surveyed, whilst a further 14% wanted more done to promote the local economy in general. Like many places, better roads were requested by 16% of people. Hartlepool was unusual in being the only place where hospitals were significantly mentioned in response to this question (10%), probably related to the recent closure of the University Hospital A&E unit which has generated much local opposition.

Hastings

The history, heritage and local beauty were the dominant themes in what people most liked about Hastings. 35% mentioned natural beauty, generally referring to the seafront and beaches, whilst 23% mentioned culture (the highest of any city), and 20% local history (the second highest after Portsmouth). The "old town", the castle and the Battle of Hastings were the main contributors to both of these categories.

Poor roads were the biggest complaint at 19% - the second highest of all places, with a number of complaints about potholes. 16% wanted more high street investment. Crime and anti-social behaviour were mentioned by 15% of people as the main thing in need of attention, particularly drug and alcohol related anti-social behaviour. Several people expressed a desire to see the pier (damaged by fire in 2010) restored, as well as general improvements to the seafront.

Hastings had a high proportion of people (21%) saying that unemployment or job security were an issue for them or their family - the second highest of all places after Hull.

Norwich

Uniquely among all the cities surveyed, Norwich had a very high proportion of residents (25%) saying that the best thing about the city was the calm and quiet atmosphere, and lack of crime. It also had the highest proportion of respondents saying that they most enjoyed the shopping & town centre (19%). This was followed by local architecture (18%); mainly the castle and cathedral.

Survey of English Towns & Cities

On behalf of People United
17/06/13 - 1,451 respondents

15% of people in Norwich wanted to see improvements to local roads, with particular points being that they were congested and bad for cyclists. Only 5% thought more should be done to tackle crime - the second lowest of all places surveyed. In terms of issues affecting local people, only 10% mentioned unemployment / job security - the second lowest again of all cities. 11% however said they were concerned about education - the only place where this was a significant issue.

Middlesbrough

Middlesbrough had 19% of respondents who couldn't think of anything about their city that they were proud of - the second highest of all cities after Stoke-on-Trent. In addition a further 14% of people said they only thing they were proud of was that they had lived there a long time and hence felt a personal sentimental attachment to the city. In general, then, people were quite unenthusiastic about Middlesbrough, though quite a few people (16%) said they were proud of the community spirit and friendly locals

One source of Middlesbrough's problems seems quite clear - 25% of respondents, the highest of any city by far, said that more needed to be done to tackle crime and anti-social behaviour, particularly problems with illegal drugs, as well as 16% saying government action was needed to do reduce unemployment.

On the other hand, the resilient "community spirit" in Middlesbrough seemed to shine through in the end - when asked what the most important issue affecting them and their family was, 35% of respondents said nothing at all, that they were personally happy. Financial problems, unemployment and crime nevertheless remained as issues affecting significant numbers of people.

Plymouth

Across all the places surveyed, green spaces and natural beauty were on average the top response, but nowhere were they as highly reported as in Plymouth, where fully 45% said it was the thing they were most proud of about the city. "The Hoe", a large open public space including a historic lighthouse and views over the sea, was mentioned by significant numbers of respondents as a particular source of local pride, as well as the nearby moors and the seafront generally. Local history was also a significant source of pride (18%), particularly relating to the barbican area of the city.

Transport was something people wanted to see improved in Plymouth - 18% of people in wanted the government to improve local roads and a further 14% public transport; bus routes were mentioned in particular. 16% of people wanted improvements to shopping and the local economy; more than almost everywhere else.

30% of respondents from Plymouth had said they were affected personally by financial-related issues (mainly the rising cost of living) - the highest of any place surveyed.

Survey of English Towns & Cities

On behalf of People United
17/06/13 - 1,451 respondents

Portsmouth

26% of Portsmouth residents surveyed said that local history was what they were most proud of - the highest of all the cities in our study. This related to the city's maritime / naval history and specific mentions of things such as the HMS Victory, forts and the dockyards. Natural beauty was (like many other seaside towns) top of the list of positives about Portsmouth (28%), with people listing the beach and the seafront among their favourite things. The Spinnaker Tower was regularly mentioned among the 15% of people who talked about local architecture. On the other hand, Portsmouth recorded the lowest proportion of all the cities (0.5%) in terms of people describing a 'vibrant culture' of museums / art / nightlife etc. as their favourite thing about the city. Given the city's bid to be the 2017 UK City of Culture, this may be an area that requires some attention.

Roads (12%) and crime (10%) were top of the list of things in Portsmouth wanted the government to address, the nothing really stands out from this list compared with other cities. In terms of issues affecting local residents, Portsmouth residents were less concerned about financial matters (16%) than any other city. They were, however, the second most concerned city about the cost and availability of housing (10%), suggesting perhaps a relatively affluent region, though there was still a similar level of concern over job security / unemployment (17%) as most of the other cities.

Leicester

The people of Leicester were overwhelmingly proudest of their "multicultural" society, with 43% of respondents there mentioning the diversity and tolerance of local people as the thing they liked best about the city - the highest across all 14 locations. The second highest response in Leicester was the city's sporting performance (9%), for which it was also the top location, possibly referencing a combination of the successful Leicester City (football), Leicester Tigers (rugby union) and the local motorcycle racing speedway (though the latter was also the cause of one or two complaints about the city).

Despite, or perhaps because of, its multicultural reputation, Leicester scored higher than most other places for people saying immigration was what they most wanted the government to address in their area (9%), though this was still behind the top response in Leicester of more efforts to improve shopping and the local economy (14%). Broadly, however, the people in Leicester were surprisingly content - fully 28% said there was nothing they wanted to see changed about their city and 38% said there were no issues affecting them and their family; more than anywhere else in both cases. Leicester also recorded the lowest proportion of people who were concerned about unemployment (10%).

Survey of English Towns & Cities

On behalf of People United
17/06/13 - 1,451 respondents

Hull

People in Hull were most proud of the city's culture (21%), particularly The Deep, the friendliness and diversity of the local people (20%) and the city's architecture (19%) - notably the Humber Bridge and the marina.

In terms of what people wanted changed, top of the list was more activities and support services for young people (15%), which people linked to their concerns over youth crime and anti-social behaviour. This may also be linked to high youth unemployment rates - in terms of issues affecting residents unemployment was reported by 31% to be their main concern, by far the highest of all cities surveyed and dwarfing all other local concerns.

Peterborough

Peterborough had the highest number of respondents (18%) claiming to have a personal sentimental attachment to the city, with people mentioning a 'homely' feel about the place. People were also proud of the local cathedral, with 12% mentioning architecture and specific buildings.

People in Peterborough were most concerned about immigration, in particular from Eastern Europe with 15% mentioning this, the highest of any area surveyed. With people mentioning its effect on a close-knit community, a decrease in social cohesion, and being intimidated by the scale of immigration to the area.

Blackpool

People in Blackpool were most proud of their green spaces and natural beauty (22%), with the beach and seafront being mentioned in particular. This was a common response in all coastal areas, but it is worth mentioning that Blackpool had a lower number of people citing natural beauty than any other coastal area. This may be because Blackpool is also famed for being a popular nightlife centre, and this showed in the results with 19% of people being most proud of the vibrant culture.

However, Blackpool's nightlife has not proven to be popular with everyone. When asked what people would like to see changed most, 17% of people mentioned crime and anti-social behaviour, and 11% of people mentioned litter and cleanliness, with the effects of the busy nightlife often being cited as the main reasons behind both.

Blackpool also had the highest number of respondents (14%) who mentioned crime and anti-social behaviour as the top issue affecting them personally, and a high proportion of people (20%) facing unemployment or job insecurity.

Survey of English Towns & Cities

On behalf of People United
17/06/13 - 1,451 respondents

Coventry

People in Coventry were most proud of their local history (18%) with people mentioning in particular Coventry's response to the Blitz and the way it recovered after World War II. Tying in with this, people were also proud of the architecture and specific buildings (17%) with most people citing the ruins of Coventry Cathedral which was bombed during the war and is now a tourist attraction.

Coventry had the highest number of respondents wanting more youth projects and support services (15%), with many people mentioning a lack of activities for young people and its effect on anti-social behaviour. With regards to issues affecting people, nothing particularly stood out in Coventry, it had a high number of people with money related issues (25%), a number of people affected by unemployment and job security (20%) and a fairly high proportion (11%) with worries about the shortage of housing and high house prices.

Stoke-on-Trent

Stoke-on-Trent was the most unhappy place surveyed, with 25% of respondents either claiming to hate their city or having nothing to make them proud of it. The only positive response with a significant number of respondents from Stoke-on-Trent was the friendly people category with 24% of people mentioning this

Predictably, Stoke-on-Trent also had the lowest number of people claiming to be happy with the way things are (4%), when asked what they'd like the government to change. However responses for what people would like to see changed were fairly evenly spread amongst the categories with improving shopping and promoting the local area coming out just on top with 16% of people mentioning this. People in Stoke-on-Trent had the joint highest number of people, along with Plymouth, facing money related issues (30%) and the highest number of people claiming to be suffering from government cuts (11%).

Bristol

Bristol had the highest number of respondents for the architecture/specific buildings category, with 24% of people mentioning this, compared to Hull, the next highest, with 19%. The main two reasons for this were clear; the harbour, which has been regenerated, and the Clifton Suspension Bridge, both major tourist attractions for the area. People in Bristol were also proud of their parks and natural beauty, with 28% of people mentioning this, understandable given its position near the Avon Gorge.

The main thing people wanted to see changed in Bristol was the public transport, 30% of respondents wanted to see it improved, compared to 14% in Plymouth which had the next highest number, with people commonly citing the over expensive and too infrequent bus services. 20% of respondents also wanted to see improvements in traffic and congestion.

– Report by Patrick Briðne and Felix Shaw of Survation

Survey of English Towns & Cities

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Table 1
Q1. Could I please confirm that you do live in ...?
Base: All Respondents

	Gender		Age			City														
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol	
Unweighted Total	1451	868	203	437	811	100	101	112	100	105	100	105	102	115	101	103	100	105	102	
Weighted Total	1451	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90	
Norwich	99 6.9%	58 8.1%	42 5.7%	37 7.2%	28 5.8%	-	-	-	99 100.0%	-	-	-	-	-	-	-	-	-	-	
Peterborough	107 7.4%	41 5.7%	66 9.0%	42 8.0%	39 8.1%	-	-	-	-	-	-	-	-	-	107 100.0%	-	-	-	-	
Leicester	114 7.8%	54 7.5%	60 8.1%	40 7.8%	39 8.1%	-	-	-	-	-	-	-	-	114 100.0%	-	-	-	-	-	
Leeds	118 8.1%	70 9.9%	48 6.5%	60 11.5%	30 6.3%	28 6.2%	118 100.0%	-	-	-	-	-	-	-	-	-	-	-	-	
Middlesbrough	91 6.3%	46 6.4%	46 6.2%	19 3.6%	37 7.8%	35 7.8%	-	-	-	91 100.0%	-	-	-	-	-	-	-	-	-	
Hartlepool	105 7.2%	54 7.6%	51 6.9%	45 8.6%	28 5.8%	33 7.2%	-	105 100.0%	-	-	-	-	-	-	-	-	-	-	-	
Blackpool	123 8.5%	69 9.6%	54 7.4%	66 12.6%	28 5.8%	30 6.6%	-	-	-	-	-	-	-	-	-	123 100.0%	-	-	-	
Hastings	109 7.5%	46 6.4%	63 8.5%	39 7.5%	33 7.0%	36 8.0%	-	-	109 100.0%	-	-	-	-	-	-	-	-	-	-	
Plymouth	83 5.7%	47 6.6%	36 4.9%	7 1.4%	40 8.4%	36 7.9%	-	-	-	-	83 100.0%	-	-	-	-	-	-	-	-	
Coventry	102 7.0%	50 7.0%	52 7.0%	38 7.3%	33 6.8%	31 6.9%	-	-	-	-	-	-	-	-	-	-	102 100.0%	-	-	
Stoke-on-Trent	93 6.4%	36 5.1%	56 7.6%	16 3.1%	45 9.4%	32 7.0%	-	-	-	-	-	-	-	-	-	-	-	93 100.0%	-	
Bristol	90 6.2%	45 6.3%	45 6.1%	28 5.4%	23 4.8%	39 8.7%	-	-	-	-	-	-	-	-	-	-	-	-	90 100.0%	
Hull	94 6.5%	35 4.9%	59 8.0%	26 5.1%	37 7.7%	31 6.8%	-	-	-	-	-	-	94 100.0%	-	-	-	-	-	-	
Portsmouth	122 8.4%	64 8.9%	59 8.0%	56 10.9%	39 8.2%	27 5.9%	-	-	-	-	-	122 100.0%	-	-	-	-	-	-	-	
Sigma	1451 100.0%	715 100.0%	736 100.0%	519 100.0%	479 100.0%	453 100.0%	118 100.0%	105 100.0%	109 100.0%	99 100.0%	91 100.0%	83 100.0%	122 100.0%	94 100.0%	114 100.0%	107 100.0%	123 100.0%	102 100.0%	93 100.0%	90 100.0%

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Table 2
Q2.What would you say you are most proud of about your city?
Base: All Respondents

	Gender		Age			City														
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol	
Unweighted Total	1451	868	203	437	811	100	101	112	100	105	100	105	102	115	101	103	100	105	102	
Weighted Total	1451	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90	
Vibrant culture (e.g. arts/museums/festivals)	159 11.0%	71 9.9%	88 12.0%	71 13.7%	43 9.1%	45 9.8%	22 18.3%	1 0.6%	24 22.5%	13 12.7%	3 2.8%	7 8.3%	1 0.5%	19 20.5%	8 7.0%	23 19.0%	11 11.1%	7 7.6%	13 13.9%	
Sporting performance	57 3.9%	47 6.6%	10 1.4%	32 6.3%	17 3.6%	7 1.7%	6 4.8%	3 2.9%	- -	6 6.0%	6 6.3%	2 2.7%	3 2.6%	6 5.9%	10 9.2%	5 4.9%	6 4.9%	2 2.0%	2 2.3%	- -
Local history	157 10.8%	75 10.5%	82 11.1%	51 9.8%	56 11.7%	50 11.0%	5 4.4%	9 8.8%	21 19.8%	11 10.9%	7 7.5%	15 18.1%	32 25.8%	7 7.8%	4 3.5%	5 4.8%	5 3.9%	18 18.1%	11 11.5%	6 7.1%
Architecture / specific buildings	179 12.4%	82 11.5%	97 13.2%	60 11.6%	59 12.4%	60 13.2%	13 11.3%	19 18.5%	8 7.1%	18 17.9%	3 3.4%	8 9.2%	18 14.9%	18 19.2%	2 1.9%	13 12.1%	19 15.1%	18 17.3%	1 1.0%	22 23.9%
Diversity / tolerance / friendly people	212 14.6%	78 10.9%	134 18.2%	78 15.0%	69 14.5%	64 14.2%	18 15.4%	23 22.3%	4 3.4%	16 16.1%	14 15.7%	2 2.0%	3 2.4%	19 20.2%	49 43.2%	14 13.1%	6 5.2%	10 10.2%	22 23.9%	11 11.6%
Famous local figure	3 0.2%	1 0.2%	1 0.2%	- -	1 0.2%	2 0.4%	- -	- -	- -	1 1.0%	1 1.5%	- -	* 0.4%	- -	- -	- -	- -	- -	- -	- -
Transport system / infrastructure	44 3.0%	22 3.0%	22 3.0%	10 1.8%	21 4.4%	13 2.8%	- -	1 1.3%	- -	* 0.5%	8 9.1%	3 4.0%	4 3.0%	3 3.3%	2 1.9%	10 9.6%	3 2.6%	4 3.8%	3 3.0%	1 1.3%
Economic success	34 2.3%	19 2.7%	14 2.0%	10 2.0%	9 1.9%	14 3.2%	6 4.7%	2 1.6%	1 1.1%	1 1.0%	5 5.2%	1 1.1%	- -	4 3.7%	10 9.2%	3 2.3%	- -	1 0.7%	1 1.5%	
Nothing / I hate my city	147 10.1%	82 11.5%	65 8.8%	35 6.7%	60 12.5%	52 11.5%	1 0.8%	6 5.7%	12 11.1%	2 2.0%	17 19.0%	4 5.2%	10 7.9%	7 7.5%	17 14.8%	14 12.6%	17 13.5%	14 14.1%	23 25.2%	3 3.5%
Parks / green spaces / natural beauty	314 21.6%	172 24.0%	142 19.3%	104 20.0%	98 20.4%	112 24.8%	25 21.2%	37 34.8%	38 34.7%	13 13.0%	15 16.3%	37 44.9%	34 27.6%	13 14.2%	7 6.5%	11 10.4%	27 22.1%	19 18.8%	12 13.2%	25 27.7%
Calm / peace and quiet / lack of crime	79 5.4%	44 6.1%	35 4.8%	25 4.8%	25 5.3%	29 6.4%	5 4.0%	6 5.5%	2 2.1%	25 25.1%	6 6.2%	3 3.3%	2 1.6%	4 4.2%	6 5.2%	5 4.9%	4 3.0%	4 3.8%	5 4.9%	4 3.9%
Shopping / Town Centre	101 6.9%	38 5.3%	63 8.6%	46 8.9%	29 6.0%	26 5.7%	21 17.4%	2 2.2%	- -	19 19.0%	4 4.1%	1 1.4%	7 5.4%	9 9.3%	9 8.1%	5 5.0%	6 4.9%	8 7.6%	6 6.7%	4 4.7%
Good council / local services (e.g. schools / hospitals etc.)	36 2.5%	23 3.2%	12 1.7%	20 3.8%	11 2.3%	5 1.1%	2 1.6%	5 4.7%	1 0.6%	1 1.0%	2 2.7%	- -	4 3.6%	1 1.4%	3 2.8%	7 6.7%	3 2.5%	5 4.9%	* 0.5%	- -
Personal sentimental attachment (have lived there a long time)	73 5.0%	39 5.5%	34 4.6%	18 3.4%	29 6.0%	27 5.9%	7 6.0%	6 5.9%	3 2.4%	2 1.6%	13 14.4%	2 2.0%	6 4.5%	3 3.3%	2 1.9%	19 17.7%	- -	2 1.9%	2 2.4%	7 7.9%
Other	50 3.5%	34 4.7%	17 2.3%	16 3.2%	15 3.1%	19 4.2%	3 2.6%	2 2.2%	2 2.1%	6 6.5%	3 2.9%	- -	9 7.5%	1 1.4%	3 2.3%	3 2.9%	2 1.7%	3 3.4%	3 3.6%	8 9.3%
Don't know	53 3.7%	21 3.0%	32 4.3%	21 4.1%	10 2.1%	22 4.8%	5 4.0%	2 2.1%	1 1.3%	1 1.5%	5 5.9%	4 4.4%	3 2.4%	1 1.0%	5 4.8%	5 4.3%	13 10.5%	3 3.1%	1 0.7%	4 4.0%
Sigma	1697 117.0%	848 118.5%	849 115.4%	598 115.0%	553 115.5%	547 120.8%	137 116.4%	125 119.0%	118 108.2%	135 135.7%	112 122.9%	89 106.5%	135 110.0%	112 119.2%	132 116.6%	135 125.6%	137 111.8%	122 120.1%	99 107.1%	109 120.4%

Survey of English Towns & Cities

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17 Jun 2013

Table 3
Q3. If you could get the government to change one thing in your local area what would it be?
Base: All Respondents

	Total	Gender		Age			City													
		Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol
Unweighted Total	1451	583	868	203	437	811	100	101	112	100	105	100	105	102	115	101	103	100	105	102
Weighted Total	1451	715	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90
Schools	31 2.2%	13 1.8%	18 2.5%	13 2.4%	13 2.6%	6 1.3%	7 5.9%	1 0.6%	2 2.2%	2 2.2%	1 0.7%	4 4.8%	2 1.6%	- 0.8%	1 0.8%	4 4.0%	2 1.8%	* 0.5%	2 2.1%	3 2.9%
Hospital	32 2.2%	11 1.6%	21 2.8%	4 0.8%	13 2.7%	15 3.3%	3 2.3%	11 10.4%	1 1.1%	3 3.0%	2 2.0%	1 1.2%	4 3.0%	- -	* 0.4%	3 3.2%	- -	1 1.3%	2 2.3%	* 0.5%
Better roads / traffic lights / less congestion	194 13.4%	115 16.1%	79 10.7%	57 11.0%	64 13.4%	72 16.0%	21 17.6%	16 15.5%	20 18.8%	15 15.3%	8 9.2%	15 18.2%	14 11.5%	13 13.7%	7 6.4%	8 7.0%	14 11.6%	15 14.5%	9 9.9%	18 19.6%
More / better parking	42 2.9%	13 1.8%	30 4.0%	11 2.1%	15 3.2%	16 3.6%	5 4.0%	- -	2 1.5%	4 4.0%	1 1.0%	4 4.4%	8 6.4%	- 2.6%	3 2.6%	2 2.1%	- -	4 3.6%	3 3.6%	7 8.0%
Public transport	97 6.7%	52 7.3%	45 6.1%	37 7.2%	26 5.4%	34 7.5%	9 7.8%	2 1.8%	3 2.6%	11 11.5%	2 1.8%	12 13.9%	6 4.9%	5 5.7%	1 0.6%	* 0.4%	8 6.9%	6 5.8%	5 5.0%	27 29.7%
Litter / cleanliness	94 6.5%	37 5.2%	58 7.8%	42 8.1%	20 4.2%	32 7.1%	15 12.3%	9 8.2%	9 8.2%	3 3.1%	9 9.4%	3 3.9%	3 2.8%	6 6.4%	6 5.0%	4 3.8%	14 11.4%	9 8.8%	3 3.5%	2 2.2%
Immigration	77 5.3%	44 6.2%	33 4.5%	31 6.0%	22 4.5%	25 5.4%	1 1.2%	1 0.9%	8 7.0%	9 8.9%	5 5.0%	3 3.3%	9 7.1%	6 6.0%	11 9.4%	16 15.4%	2 1.3%	4 3.6%	3 3.5%	1 1.3%
More / cheaper housing	52 3.6%	15 2.1%	38 5.1%	15 2.9%	20 4.1%	18 3.9%	9 7.4%	2 2.0%	- -	4 3.6%	6 6.7%	2 2.5%	3 2.7%	2 2.2%	- 5.9%	6 4.4%	5 4.1%	4 4.1%	7 7.9%	1 1.1%
Less construction of buildings / stricter planning permission	37 2.5%	22 3.0%	15 2.1%	11 2.2%	13 2.7%	13 2.8%	6 5.1%	2 1.7%	3 3.0%	1 1.0%	6 6.9%	1 0.8%	2 1.6%	- 4.6%	5 0.6%	1 0.6%	1 0.8%	4 4.4%	5 5.0%	- -
Jobs / unemployment	125 8.6%	74 10.3%	51 7.0%	40 7.8%	50 10.4%	35 7.7%	5 4.5%	20 19.5%	10 9.1%	6 5.7%	15 16.4%	6 7.2%	10 8.5%	8 8.1%	7 6.3%	12 11.3%	4 3.3%	8 8.3%	13 14.3%	- -
Shopping / local economy / promote the area	138 9.5%	79 11.0%	59 8.1%	49 9.4%	47 9.8%	43 9.4%	3 2.8%	15 13.9%	17 15.7%	5 4.9%	7 7.6%	13 15.6%	4 3.0%	14 14.6%	16 14.4%	11 10.1%	8 6.3%	9 9.0%	14 15.6%	2 2.5%
Crime / anti-social behaviour / more police	162 11.2%	78 11.0%	84 11.4%	67 12.9%	59 12.4%	36 8.1%	18 15.1%	7 6.6%	16 15.0%	5 4.9%	23 25.4%	9 10.8%	12 10.0%	12 12.6%	9 7.8%	10 9.0%	21 17.0%	11 10.4%	7 7.1%	4 4.0%
Lower council tax	20 1.4%	12 1.6%	8 1.1%	5 1.0%	7 1.5%	8 1.7%	2 1.8%	* 0.5%	1 0.6%	4 3.6%	* 0.5%	1 0.8%	- -	* 0.5%	- -	- -	3 2.2%	5 5.2%	2 2.4%	1 1.5%
Better social care services	33 2.3%	8 1.1%	25 3.4%	7 1.3%	12 2.5%	14 3.1%	3 2.2%	- -	8 7.6%	2 2.4%	1 1.0%	1 1.7%	1 0.5%	2 2.3%	1 1.3%	2 2.1%	3 2.7%	2 1.9%	5 5.3%	* 0.5%
More youth projects / support services	113 7.8%	46 6.5%	66 9.0%	50 9.7%	43 8.9%	20 4.3%	3 2.7%	13 12.0%	6 5.7%	4 3.6%	9 9.8%	5 5.9%	10 8.2%	14 15.1%	3 2.5%	8 7.4%	10 8.4%	16 15.3%	9 9.3%	3 3.6%
Nothing / I am happy as things are	152 10.5%	72 10.1%	80 10.8%	59 11.3%	43 8.9%	51 11.2%	7 6.1%	9 8.9%	4 3.7%	13 12.7%	12 12.7%	8 9.1%	17 14.0%	6 6.4%	32 28.4%	16 14.5%	12 9.4%	6 6.3%	3 3.5%	8 8.3%
Local council / politics	66 4.6%	33 4.7%	33 4.4%	15 2.8%	29 6.1%	22 4.9%	3 2.7%	9 8.2%	8 7.3%	8 8.1%	4 4.7%	1 1.6%	3 2.4%	6 6.4%	3 2.3%	3 3.2%	4 3.6%	3 2.5%	8 9.1%	2 2.5%
More parks / gentrification of residential areas	26 1.8%	14 1.9%	13 1.7%	11 2.2%	9 1.9%	6 1.3%	* 0.4%	1 1.4%	4 3.7%	1 1.3%	2 2.6%	- -	4 3.1%	2 2.2%	- -	- -	1 1.1%	4 3.4%	4 4.0%	2 2.6%



Survey of English Towns & Cities

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17 Jun 2013

Table 3

Q3. If you could get the government to change one thing in your local area what would it be?

Base: All Respondents

	Gender		Age			City														
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol	
Weighted Total	1451	715	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90
Other	64	45	19	23	25	16	4	3	6	4	2	2	9	4	10	-	9	4	3	5
	4.4%	6.2%	2.6%	4.5%	5.2%	3.5%	3.0%	2.6%	5.3%	4.2%	2.1%	2.7%	7.5%	3.9%	8.8%	-	7.1%	3.9%	3.2%	5.5%
Don't know	76	26	50	29	17	30	3	3	3	8	3	2	5	5	5	9	16	2	5	6
	5.2%	3.6%	6.8%	5.5%	3.5%	6.7%	2.5%	2.7%	2.7%	8.3%	3.1%	2.8%	4.0%	5.5%	4.7%	8.8%	13.0%	2.3%	4.9%	6.5%
Sigma	1633	809	824	577	546	511	127	123	131	112	118	92	126	105	121	117	138	117	112	93
	112.5%	113.1%	112.0%	111.0%	114.0%	112.8%	107.5%	117.5%	120.7%	112.4%	128.7%	111.3%	102.9%	111.8%	106.4%	108.9%	112.3%	115.1%	121.4%	102.9%

Survey of English Towns & Cities

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17 Jun 2013

Table 4
Q4. What would you say is the most important issue affecting you and your family?
Base: All Respondents

	Gender		Age			City													
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol
Unweighted Total	1451	868	203	437	811	100	101	112	100	105	100	105	102	115	101	103	100	105	102
Weighted Total	1451	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90
Money related issues	327 22.5%	178 24.9%	149 20.3%	76 14.5%	143 29.8%	109 24.1%	30 25.8%	22 21.0%	23 20.9%	20 19.8%	16 17.9%	25 30.1%	19 15.7%	18 18.6%	21 21.9%	23 26.3%	26 25.2%	28 30.1%	24 26.7%
Immigration / ethnic minorities	57 3.9%	36 5.1%	21 2.8%	16 3.2%	18 3.7%	23 5.0%	1 0.8%	5 4.6%	5 4.4%	1 1.2%	1 1.6%	8 10.1%	3 2.4%	4 4.2%	7 6.2%	2 6.3%	5 1.9%	5 5.0%	2 5.1%
Unemployment / job security	245 16.9%	140 19.5%	105 14.3%	102 19.7%	87 18.1%	56 12.4%	18 15.3%	16 15.3%	23 21.2%	10 10.4%	11 12.4%	13 15.6%	20 16.7%	30 31.4%	11 9.6%	13 11.9%	25 20.1%	20 19.9%	18 19.6%
Illness / disability / old age	47 3.2%	16 2.2%	31 4.2%	2 0.4%	11 2.3%	34 7.4%	2 1.5%	2 2.0%	2 1.5%	2 2.4%	6 6.7%	8 9.0%	4 2.9%	1 1.5%	2 1.4%	4 3.4%	1 0.8%	4 3.9%	8 9.1%
Education / Schools	69 4.8%	22 3.1%	47 6.4%	32 6.1%	26 5.5%	11 2.5%	7 5.8%	5 4.9%	7 6.3%	11 10.9%	2 2.1%	4 4.6%	1 1.2%	4 3.5%	6 5.6%	2 1.5%	5 5.1%	7 7.7%	4 4.9%
Childcare	14 1.0%	1 0.2%	13 1.8%	4 0.8%	8 1.7%	2 0.4%	3 2.3%	- -	- -	- -	2 2.1%	1 1.1%	- -	1 1.4%	2 1.7%	2 2.2%	- -	3 3.1%	- -
Crime / Anti-Social Behaviour	123 8.5%	64 9.0%	59 8.0%	57 11.0%	40 8.3%	26 5.8%	14 11.7%	14 13.2%	9 8.4%	4 4.2%	8 8.2%	7 8.3%	11 8.9%	8 8.6%	11 9.3%	10 9.0%	17 13.9%	8 7.4%	3 3.5%
Family / Relationship Problems	14 1.0%	4 0.6%	10 1.3%	2 0.4%	5 1.1%	7 1.4%	- -	1 1.4%	2 1.5%	1 1.4%	1 1.5%	- -	- -	1 1.5%	* 0.4%	1 1.1%	- -	3 2.8%	1 1.6%
Healthcare (NHS) / Local Hospital	72 5.0%	20 2.9%	52 7.0%	14 2.7%	24 4.9%	35 7.6%	6 4.9%	9 8.1%	7 6.1%	6 5.9%	2 2.0%	5 6.2%	4 3.3%	5 5.3%	3 2.9%	2 2.0%	7 5.5%	7 6.9%	5 4.9%
Environment / Loss of green space	14 1.0%	5 0.7%	9 1.3%	5 1.0%	4 0.9%	5 1.1%	- -	- -	1 1.3%	4 4.2%	3 3.0%	* 0.6%	- -	1 1.5%	- -	- -	2 2.1%	- -	1 1.1%
Roads / transport	75 5.2%	28 3.8%	48 6.5%	32 6.1%	20 4.1%	24 5.3%	11 9.1%	2 2.3%	5 4.4%	3 3.3%	1 1.1%	3 3.5%	10 7.9%	2 2.0%	5 4.7%	11 10.3%	6 4.7%	9 8.4%	3 2.9%
Government cuts	50 3.5%	18 2.5%	32 4.4%	18 3.5%	17 3.5%	15 3.4%	5 4.4%	- -	1 1.3%	2 1.8%	2 2.5%	2 2.4%	3 2.5%	7 7.2%	3 2.9%	5 4.6%	5 3.9%	- -	10 11.3%
Housing / property prices	66 4.6%	38 5.3%	28 3.8%	35 6.8%	18 3.7%	13 3.0%	8 6.7%	* 0.5%	4 4.0%	7 7.2%	3 3.6%	3 3.3%	13 10.4%	4 4.5%	2 2.0%	1 0.9%	3 2.1%	11 10.7%	5 5.3%
Nothing / I am happy	301 20.8%	136 19.0%	165 22.5%	112 21.6%	83 17.4%	105 23.3%	11 9.4%	28 26.5%	17 16.1%	24 24.3%	32 35.2%	9 10.5%	30 24.3%	18 19.4%	44 38.4%	22 20.1%	30 24.2%	13 13.1%	15 15.8%
Other	32 2.2%	19 2.6%	13 1.8%	8 1.6%	12 2.4%	12 2.7%	- -	2 1.5%	4 3.9%	3 2.6%	3 2.9%	2 2.0%	5 3.8%	1 0.7%	1 1.2%	2 2.1%	4 2.9%	1 0.7%	3 3.3%
Don't know	75 5.1%	37 5.2%	37 5.1%	41 7.9%	10 2.2%	23 5.2%	9 7.2%	2 2.1%	9 7.8%	11 11.4%	5 5.6%	1 1.1%	2 1.5%	1 1.0%	5 4.7%	9 8.4%	5 3.9%	1 1.4%	3 3.0%
Sigma	1583 109.1%	762 106.6%	821 111.6%	558 107.4%	525 109.5%	501 110.6%	124 104.9%	109 103.4%	119 109.3%	110 110.9%	99 108.4%	90 108.4%	124 101.5%	107 113.2%	123 108.0%	118 109.8%	137 111.6%	118 115.5%	92 101.8%

Survey of English Towns & Cities

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17 Jun 2013

Table 5
Q5. Money related issues breakdown
Base: All Answering

	Gender		Age			City														
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol	
Unweighted Total	346	164	182	30	126	190	29	21	28	24	20	26	21	18	23	21	32	27	29	27
Weighted Total	327	178	149	76	143	109	30	22	23	20	16	25	19	18	21	23	32	26	28	24
Low income / wages	113 34.5%	68 38.0%	45 30.4%	35 46.5%	52 36.1%	26 24.1%	20 66.4%	4 19.8%	2 10.5%	4 22.8%	11 64.3%	6 22.5%	5 24.7%	1 3.8%	5 23.9%	9 39.7%	23 72.5%	6 21.6%	12 42.8%	5 19.3%
Lack of savings / low interest rates	10 3.1%	4 2.3%	6 4.2%	- -	5 3.6%	5 4.7%	2 6.6%	- -	1 4.2%	- -	* 3.0%	* 1.9%	* 2.5%	- -	1 3.2%	2 6.9%	1 3.0%	1 3.7%	1 3.4%	1 2.8%
Pension / benefit cuts or ineligibility	35 10.8%	18 10.2%	17 11.6%	6 8.0%	10 6.8%	20 18.0%	4 13.8%	5 21.2%	4 16.3%	4 20.9%	1 8.9%	3 10.4%	1 6.0%	4 21.7%	1 3.2%	1 4.1%	2 7.1%	1 5.6%	2 8.3%	2 8.3%
Personal debts / mortgage	7 2.1%	5 3.0%	1 1.0%	- -	4 2.8%	3 2.6%	1 4.4%	- -	* 2.1%	1 6.8%	- -	- -	- -	- -	- -	1 5.7%	1 3.0%	- -	1 2.4%	1 2.8%
High taxes	24 7.3%	13 7.1%	11 7.6%	7 8.6%	12 8.5%	5 4.8%	1 4.4%	3 12.1%	- -	2 12.6%	- -	- -	4 20.7%	1 3.8%	2 9.7%	2 9.3%	- -	- -	2 7.8%	6 26.9%
Increasing cost of living (inflation/ bills)	156 47.8%	90 50.5%	66 44.5%	24 32.2%	83 58.4%	49 44.6%	12 40.1%	9 38.9%	12 51.3%	10 49.5%	12 75.4%	12 49.9%	11 54.9%	5 31.0%	10 49.9%	13 57.1%	7 22.3%	20 76.1%	12 44.5%	10 43.1%
Food prices	46 14.2%	23 12.7%	24 15.9%	2 2.9%	29 20.4%	15 13.9%	5 15.0%	5 23.8%	5 22.3%	2 10.2%	4 25.1%	3 10.4%	2 10.0%	2 10.9%	2 8.7%	5 19.5%	- -	6 21.9%	6 19.8%	1 6.0%
Energy bills	69 21.1%	41 22.9%	28 19.0%	4 5.8%	36 25.5%	28 26.0%	5 15.0%	7 33.8%	7 29.5%	4 20.3%	5 28.1%	7 26.4%	3 16.4%	7 39.2%	4 18.4%	8 33.7%	2 5.0%	5 17.9%	5 16.5%	3 10.7%
Price of petrol	41 12.5%	23 12.9%	18 11.9%	12 15.5%	19 13.6%	10 8.9%	3 10.3%	2 9.6%	1 4.2%	4 20.3%	2 14.0%	2 6.5%	- -	4 21.7%	4 17.9%	3 13.4%	- -	7 26.4%	6 20.8%	4 14.5%
Don't know	14 4.3%	9 5.3%	5 3.2%	- -	7 4.8%	7 6.7%	- -	1 5.2%	2 8.9%	1 3.4%	- -	7 27.9%	- -	1 5.4%	2 11.5%	- -	- -	- -	- -	- -
Sigma	516 157.7%	293 164.8%	223 149.2%	90 119.5%	257 180.5%	168 154.3%	54 175.9%	36 164.5%	34 149.3%	33 166.7%	36 218.7%	39 155.9%	26 135.1%	24 137.7%	30 146.5%	44 189.3%	37 113.0%	44 173.2%	46 166.3%	32 134.3%

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17 Jun 2013

Table 6

Q6. What specifically about immigration is it that you feel is affecting you / you are concerned about?

Base: All Answering

	Gender		Age			City														
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol	
Unweighted Total	113	53	60	15	27	71	4	6	10	7	9	10	11	7	8	21	5	5	6	4
Weighted Total	111	66	45	39	32	40	2	6	10	9	6	9	12	8	11	18	3	8	6	3
Effect on unemployment	50 45.4%	29 44.9%	21 46.1%	23 58.3%	12 37.9%	15 38.7%	1 50.0%	-	5 47.6%	7 73.9%	1 24.0%	5 52.7%	8 68.7%	7 82.6%	1 6.0%	6 35.3%	2 47.5%	4 45.8%	4 71.6%	1 21.3%
Effect on driving down wages	12 10.5%	6 9.7%	5 11.7%	7 18.7%	3 8.3%	2 4.1%	-	-	2 21.0%	3 34.2%	-	-	-	2 26.3%	-	4 20.3%	1 19.5%	-	-	-
Effect on cost of welfare (by claiming benefits)	20 18.2%	3 5.1%	17 37.0%	9 22.0%	6 19.0%	5 13.6%	-	-	5 47.6%	1 7.6%	1 16.0%	1 10.7%	3 26.9%	3 32.1%	2 14.6%	3 14.9%	* 14.0%	1 8.3%	1 25.1%	-
Effect on housing shortage	16 14.4%	4 6.1%	12 26.4%	4 11.0%	6 20.1%	5 13.2%	-	-	4 43.1%	-	* 8.0%	2 21.5%	4 34.3%	-	1 8.6%	3 14.6%	-	-	1 16.7%	1 21.3%
Effect on crime / anti-social behaviour	26 23.0%	15 23.5%	10 22.2%	10 26.4%	7 21.3%	8 20.9%	-	-	4 38.6%	* 5.4%	1 16.0%	4 44.0%	1 5.8%	1 16.1%	4 40.2%	6 33.6%	-	3 37.5%	-	1 21.3%
Effect on local schools (e.g. overcrowding / language issues / behavioural problems)	9 8.2%	3 4.1%	6 14.3%	2 5.5%	3 10.1%	4 9.5%	-	-	2 21.0%	-	* 8.0%	1 10.7%	1 9.9%	-	1 11.9%	1 8.1%	-	1 8.3%	1 16.7%	-
Effect of overcrowding on other local services (e.g. hospitals)	22 20.2%	11 16.3%	12 25.9%	2 5.5%	10 32.6%	10 24.8%	-	-	3 30.3%	1 13.0%	1 16.0%	1 10.7%	1 5.8%	1 11.5%	2 20.5%	4 22.0%	2 52.5%	1 8.3%	3 60.1%	2 78.7%
Effect on social cohesion / race-relations (including general 'unease' at foreigners living in the area)	27 24.6%	19 28.6%	9 19.0%	6 15.4%	10 32.6%	11 27.5%	1 50.0%	2 28.1%	-	4 41.8%	2 30.0%	3 31.2%	1 5.8%	2 27.6%	6 53.8%	5 29.5%	-	1 8.3%	1 16.7%	1 21.3%
Other	13 11.7%	11 16.8%	2 4.2%	3 7.7%	5 15.4%	5 12.6%	-	4 75.2%	2 15.7%	-	2 30.0%	-	-	-	1 6.0%	3 15.0%	2 52.5%	-	-	-
Don't know	8 7.6%	4 6.6%	4 9.0%	5 13.2%	1 4.1%	2 4.9%	-	* 8.3%	3 25.6%	-	-	2 20.4%	-	-	3 27.3%	* 2.7%	-	-	-	-
Sigma	204 183.8%	106 161.7%	98 215.8%	72 183.6%	65 201.3%	67 169.8%	2 100.0%	6 111.5%	30 290.3%	16 176.1%	9 148.0%	18 202.0%	18 157.2%	16 196.3%	21 188.9%	35 196.0%	6 186.0%	9 116.6%	12 206.8%	5 163.9%

Survey of English Towns & Cities

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17 Jun 2013

Table 7

Q7. I'm going to read you two options, and could you please tell me which you think it is more important for the government to concentrate on doing at the moment? [PROMPT]

Base: All Respondents

	Gender		Age			City														
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol	
Unweighted Total	1451	583	868	203	437	811	100	101	112	100	105	100	105	102	115	101	103	100	105	102
Weighted Total	1451	715	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90
Investing in growth and jobs, even if this means borrowing more money today	956 65.9%	476 66.5%	480 65.3%	344 66.3%	337 70.4%	275 60.7%	78 65.7%	69 65.8%	66 60.8%	56 56.5%	65 71.7%	56 67.3%	78 63.5%	72 76.7%	64 56.4%	71 65.9%	88 71.3%	69 67.8%	65 70.3%	60 65.9%
Reducing the budget deficit, even if this means spending less on growth and jobs today	375 25.9%	181 25.3%	194 26.4%	133 25.6%	110 23.0%	132 29.2%	33 28.2%	25 23.5%	28 26.0%	33 33.3%	16 17.6%	23 27.6%	38 31.2%	17 17.7%	36 32.1%	19 18.1%	34 27.5%	25 24.2%	22 24.2%	25 27.8%
Don't know	120 8.2%	59 8.2%	61 8.3%	43 8.2%	32 6.6%	45 10.0%	7 6.1%	11 10.8%	14 13.2%	10 10.3%	10 10.7%	4 5.1%	6 5.3%	5 5.6%	13 11.5%	17 16.0%	1 1.2%	8 8.0%	5 5.5%	6 6.3%
Sigma	1451 100.0%	715 100.0%	736 100.0%	519 100.0%	479 100.0%	453 100.0%	118 100.0%	105 100.0%	109 100.0%	99 100.0%	91 100.0%	83 100.0%	122 100.0%	94 100.0%	114 100.0%	107 100.0%	123 100.0%	102 100.0%	93 100.0%	90 100.0%

Survey of English Towns & Cities

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17 Jun 2013

Table 8
Q8. Age
Base: All Respondents

	Gender		Age			City													
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol
Unweighted Total	1451	868	203	437	811	100	101	112	100	105	100	105	102	115	101	103	100	105	102
Weighted Total	1451	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90
18-24	201 13.8%	98 13.3%	201 38.7%	-	-	24 20.2%	20 19.0%	22 20.4%	8 8.3%	4 4.8%	2 2.6%	19 15.2%	10 10.1%	13 11.8%	17 15.8%	32 26.1%	13 12.3%	2 2.4%	15 16.3%
25-34	319 22.0%	173 24.2%	146 19.8%	319 61.3%	-	36 30.5%	25 23.5%	17 15.6%	29 29.2%	14 15.7%	5 6.3%	38 30.9%	17 18.0%	27 23.7%	25 23.1%	33 27.1%	25 24.7%	14 15.0%	13 14.9%
35-44	147 10.1%	69 9.7%	78 10.6%	-	147 30.7%	11 9.7%	6 5.8%	8 7.2%	7 6.9%	12 12.9%	10 11.4%	11 9.0%	16 17.2%	13 11.4%	12 11.0%	4 3.1%	13 12.9%	18 19.9%	6 7.2%
45-54	332 22.9%	151 21.2%	180 24.5%	-	332 69.3%	19 15.9%	22 20.7%	26 23.5%	21 21.0%	26 27.9%	31 36.9%	28 23.2%	21 21.8%	26 23.0%	27 25.4%	24 19.3%	20 19.2%	26 28.6%	17 18.3%
55-64	176 12.1%	86 12.0%	90 12.3%	-	176 38.9%	9 8.0%	12 11.5%	15 14.3%	10 9.8%	13 14.1%	17 20.4%	10 8.1%	13 13.5%	14 12.1%	14 12.7%	12 9.8%	15 14.3%	12 12.5%	11 12.5%
65-75	157 10.8%	79 11.0%	79 10.7%	-	157 34.7%	9 7.7%	14 13.0%	13 12.1%	12 12.4%	13 13.8%	13 15.8%	13 10.4%	13 13.7%	9 7.6%	8 7.2%	11 8.7%	9 9.0%	10 11.3%	11 12.2%
75+	119 8.2%	54 7.6%	65 8.8%	-	119 26.4%	10 8.1%	7 6.4%	8 7.0%	12 12.5%	10 10.8%	6 6.7%	4 3.2%	5 5.7%	12 10.3%	5 4.8%	7 6.0%	8 7.6%	10 10.3%	17 18.6%
Sigma	1451 100.0%	736 100.0%	519 100.0%	479 100.0%	453 100.0%	118 100.0%	105 100.0%	109 100.0%	99 100.0%	91 100.0%	83 100.0%	122 100.0%	94 100.0%	114 100.0%	107 100.0%	123 100.0%	102 100.0%	93 100.0%	90 100.0%

Survey of English Towns & Cities

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17 Jun 2013

Table 9
Q9. Gender
Base: All Respondents

	Gender		Age			City													
	Male	Female	18-34	35-54	55+	Leeds	Hartlepool	Hastings	Norwich	Middlesbrough	Plymouth	Portsmouth	Hull	Leicester	Peterborough	Blackpool	Coventry	Stoke-on-Trent	Bristol
Unweighted Total	1451	868	203	437	811	100	101	112	100	105	100	105	102	115	101	103	100	105	102
Weighted Total	1451	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90
Male	715	-	276	221	219	70	54	46	58	46	47	64	35	54	41	69	50	36	45
	49.3%	100.0%	53.1%	46.1%	48.4%	59.7%	51.5%	42.3%	57.9%	49.8%	56.7%	52.0%	37.3%	47.6%	38.3%	55.9%	49.3%	39.4%	50.0%
Female	736	-	244	258	234	48	51	63	42	46	36	59	59	60	66	54	52	56	45
	50.7%	100.0%	46.9%	53.9%	51.6%	40.3%	48.5%	57.7%	42.1%	50.2%	43.3%	48.0%	62.7%	52.4%	61.7%	44.1%	50.7%	60.6%	50.0%
Sigma	1451	736	519	479	453	118	105	109	99	91	83	122	94	114	107	123	102	93	90
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%