



BBC – ‘NORTHERN POWERHOUSE’ SURVEY

METHODOLOGY NOTE

ComRes interviewed 1,003 adults living in the North of England via telephone between 21st and 29th October 2015. Data were weighted to be representative of all adults aged 18+ in the North of England by age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules.

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Northern Powerhouse Study

CATI Fieldwork : 21st - 29th October 2015

Absolutes/col percents

Table 1

Q1. How much, if at all, do you know about the "Northern Powerhouse"? Would you say you've ...

Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
NET: Any awareness	562 56%	330 67%	231 45%	54 41%	72 45%	112 60%	105 62%	92 60%	127 63%	126 43%	217 61%	219 61%	146 67%	186 60%	109 50%	121 47%
NET: Aware and know a lot/ little about	360 36%	248 51%	111 22%	36 27%	47 29%	74 40%	66 39%	64 41%	73 36%	82 28%	140 40%	137 38%	110 51%	117 38%	66 30%	66 26%
NET: Never heard of/ know nothing	643 64%	242 49%	401 78%	96 73%	113 71%	112 60%	102 61%	91 59%	130 64%	209 72%	214 60%	221 62%	108 49%	194 62%	153 70%	189 74%
Heard of and know a lot about it	62 6%	50 10%	12 2%	8 6%	7 4%	11 6%	9 5%	13 8%	14 7%	15 5%	20 6%	27 8%	22 10%	21 7%	11 5%	8 3%
Heard of and know a little about it	297 30%	198 40%	100 19%	28 21%	40 25%	63 34%	57 34%	51 33%	59 29%	67 23%	120 34%	110 31%	88 40%	96 31%	55 25%	58 23%
Heard of but know nothing about it	202 20%	82 17%	120 23%	18 14%	25 16%	38 20%	39 23%	28 18%	54 27%	43 15%	76 22%	83 23%	36 16%	69 22%	43 19%	55 21%
Never heard of it	441 44%	160 33%	281 55%	78 59%	88 55%	74 40%	63 38%	62 40%	76 37%	166 57%	137 39%	138 39%	72 33%	124 40%	110 50%	135 53%

Northern Powerhouse Study

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Absolutes/col percents

Table 2

Q1. How much, if at all, do you know about the "Northern Powerhouse"? Would you say you've ...

Base: All respondents

	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)			
	Total	North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
NET: Any awareness	562 56%	102 57%	260 56%	200 56%	229 58%	214 58%	111 51%	360 100%	202 100%	- -
NET: Aware and know a lot/ little about	360 36%	63 35%	179 38%	118 33%	150 38%	136 37%	70 32%	360 100%	- -	- -
NET: Never heard of/ know nothing	643 64%	116 65%	287 62%	241 67%	244 62%	233 63%	147 68%	- -	202 100%	441 100%
Heard of and know a lot about it	62 6%	11 6%	30 6%	21 6%	30 8%	21 6%	9 4%	62 17%	- -	- -
Heard of and know a little about it	297 30%	52 29%	149 32%	96 27%	120 31%	115 31%	61 28%	297 83%	- -	- -
Heard of but know nothing about it	202 20%	39 22%	81 17%	82 23%	79 20%	78 21%	42 19%	- -	202 100%	- -
Never heard of it	441 44%	77 43%	206 44%	158 44%	165 42%	155 42%	106 49%	- -	- -	441 100%

Northern Powerhouse Study

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Absolutes/col percents

Table 3

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- Summary

Base: All respondents

		Q2. Summary					
		I am confident the government's "Northern Powerhouse" policy will boost the economy in the North	The "Northern Powerhouse" will make NO DIFFERENCE to the economy in the North in the long-run	The government's proposed "Northern Powerhouse" policy will help to rebalance the North-South economic divide	London contributes more in taxes than the North, so it is fair that London receives more money to spend on things like the arts, science and transport	Local politicians in the North, rather than MPs in Westminster, should have control over services like transport and health to improve the region	Investment in major cities in the North WILL NOT benefit the towns and villages in the region
Unweighted Base		1003	1003	1003	1003	1003	1003
Weighted Base		1003	1003	1003	1003	1003	1003
NET: Agree		498 50%	444 44%	449 45%	280 28%	819 82%	448 45%
Strongly agree	(4)	99 10%	118 12%	105 10%	96 10%	493 49%	140 14%
Tend to agree	(3)	399 40%	326 33%	344 34%	184 18%	326 33%	308 31%
Tend to disagree	(2)	251 25%	311 31%	272 27%	272 27%	83 8%	323 32%
Strongly disagree	(1)	153 15%	142 14%	222 22%	427 43%	72 7%	188 19%
NET: Disagree		404 40%	453 45%	495 49%	699 70%	155 15%	510 51%
Don't know		101 10%	106 11%	59 6%	24 2%	29 3%	45 4%
Mean		2.49	2.47	2.35	1.95	3.27	2.42
Standard deviation		0.90	0.91	0.96	1.01	0.90	0.96
Standard error		0.03	0.03	0.03	0.03	0.03	0.03

Northern Powerhouse Study
CATI Fieldwork : 21st - 29th October 2015

Absolutes/col percents

Table 4

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- I am confident the government's "Northern Powerhouse" policy will boost the economy in the North

Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
NET: Agree	498 50%	245 50%	254 49%	86 65%	73 46%	93 50%	78 46%	75 48%	94 46%	159 55%	171 48%	168 47%	120 55%	140 45%	108 50%	129 51%
Strongly agree	(4) 99 10%	59 12%	40 8%	19 14%	13 8%	17 9%	11 6%	18 12%	21 11%	32 11%	28 8%	40 11%	21 10%	23 7%	34 15%	22 9%
Tend to agree	(3) 399 40%	186 38%	213 42%	67 51%	61 38%	76 41%	67 40%	57 37%	72 36%	127 44%	143 40%	129 36%	99 45%	118 38%	75 34%	108 42%
Tend to disagree	(2) 251 25%	125 25%	126 25%	27 21%	49 30%	50 27%	48 28%	37 24%	41 20%	76 26%	98 28%	78 22%	53 24%	92 30%	58 27%	48 19%
Strongly disagree	(1) 153 15%	85 17%	68 13%	10 7%	21 13%	26 14%	29 17%	33 21%	35 17%	31 11%	55 16%	67 19%	27 12%	45 14%	34 16%	47 19%
NET: Disagree	404 40%	210 43%	194 38%	37 28%	70 44%	77 41%	76 45%	70 45%	75 37%	106 36%	153 43%	145 41%	79 36%	137 44%	92 42%	96 37%
Don't know	101 10%	36 7%	65 13%	9 7%	17 11%	16 9%	14 8%	10 7%	34 17%	26 9%	30 9%	44 12%	19 9%	33 11%	18 8%	30 12%
Mean	2.49	2.48	2.51	2.78	2.45	2.50	2.39	2.42	2.48	2.60	2.44	2.45	2.57	2.43	2.54	2.46
Standard deviation	0.90	0.94	0.86	0.80	0.85	0.88	0.87	0.98	0.96	0.84	0.87	0.97	0.85	0.86	0.96	0.93
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.09	0.07	0.05	0.05	0.05	0.05	0.06	0.09	0.06

Northern Powerhouse Study

CATI Fieldwork : 21st - 29th October 2015

Absolutes/col percents

Table 5

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...
- I am confident the government's "Northern Powerhouse" policy will boost the economy in the North

Base: All respondents

	Total	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)		
		North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
NET: Agree	498 50%	78 43%	243 52%	177 49%	187 47%	191 52%	111 51%	191 53%	105 52%	202 46%
Strongly agree	(4) 99 10%	14 8%	54 12%	32 9%	40 10%	35 9%	23 10%	49 14%	14 7%	36 8%
Tend to agree	(3) 399 40%	64 36%	189 41%	145 41%	147 37%	156 42%	88 41%	142 39%	91 45%	166 38%
Tend to disagree	(2) 251 25%	52 29%	115 25%	85 24%	109 28%	88 24%	52 24%	100 28%	50 25%	101 23%
Strongly disagree	(1) 153 15%	31 17%	60 13%	62 17%	68 17%	55 15%	26 12%	58 16%	29 14%	66 15%
NET: Disagree	404 40%	83 46%	175 38%	146 41%	177 45%	143 39%	78 36%	159 44%	78 39%	167 38%
Don't know	101 10%	18 10%	48 10%	35 10%	30 8%	34 9%	27 13%	10 3%	19 9%	72 16%
Mean	2.49	2.38	2.57	2.46	2.44	2.51	2.57	2.52	2.50	2.47
Standard deviation	0.90	0.89	0.89	0.91	0.92	0.89	0.87	0.93	0.85	0.90
Standard error	0.03	0.07	0.04	0.05	0.05	0.05	0.06	0.05	0.06	0.05

Northern Powerhouse Study
CATI Fieldwork : 21st - 29th October 2015

Absolutes/col percents

Table 6

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- The "Northern Powerhouse" will make NO DIFFERENCE to the economy in the North in the long-run

Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
NET: Agree	444 44%	224 46%	220 43%	52 39%	67 42%	82 44%	77 46%	80 52%	86 42%	119 41%	159 45%	166 46%	91 42%	117 38%	116 53%	120 47%
Strongly agree	(4) 118 12%	79 16%	39 8%	10 8%	16 10%	26 14%	18 11%	18 12%	30 15%	26 9%	44 12%	48 13%	17 8%	31 10%	33 15%	37 14%
Tend to agree	(3) 326 33%	145 30%	181 35%	42 32%	52 32%	56 30%	58 35%	62 40%	56 28%	93 32%	115 32%	118 33%	73 34%	86 28%	84 38%	83 33%
Tend to disagree	(2) 311 31%	151 31%	160 31%	51 38%	56 35%	68 37%	55 33%	34 22%	47 23%	107 37%	123 35%	81 23%	78 36%	123 39%	51 23%	59 23%
Strongly disagree	(1) 142 14%	79 16%	64 12%	22 16%	20 13%	16 9%	22 13%	29 19%	34 17%	42 14%	38 11%	63 18%	31 14%	38 12%	34 15%	40 16%
NET: Disagree	453 45%	230 47%	223 44%	72 55%	76 48%	84 45%	77 46%	63 41%	81 40%	149 51%	161 45%	144 40%	109 50%	160 52%	84 38%	100 39%
Don't know	106 11%	36 7%	69 14%	8 6%	16 10%	20 11%	14 9%	12 7%	36 18%	24 8%	34 10%	48 13%	19 8%	33 11%	18 8%	35 14%
Mean	2.47	2.49	2.44	2.32	2.44	2.55	2.48	2.49	2.49	2.38	2.52	2.49	2.39	2.40	2.58	2.53
Standard deviation	0.91	0.97	0.84	0.86	0.87	0.87	0.88	0.96	1.01	0.86	0.87	0.98	0.85	0.86	0.95	0.98
Standard error	0.03	0.05	0.04	0.09	0.07	0.06	0.07	0.08	0.07	0.06	0.05	0.06	0.05	0.06	0.08	0.07

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Absolutes/col percents

Table 7

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- The "Northern Powerhouse" will make NO DIFFERENCE to the economy in the North in the long-run

Base: All respondents

	Total	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)		
		North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
NET: Agree	444 44%	79 44%	197 42%	169 47%	175 44%	172 47%	89 41%	165 46%	98 48%	181 41%
Strongly agree	(4) 118 12%	23 13%	50 11%	45 13%	54 14%	41 11%	21 10%	47 13%	26 13%	46 10%
Tend to agree	(3) 326 33%	56 31%	147 32%	123 34%	122 31%	131 35%	68 32%	118 33%	72 36%	135 31%
Tend to disagree	(2) 311 31%	54 30%	151 32%	105 29%	124 31%	108 29%	72 33%	129 36%	63 31%	118 27%
Strongly disagree	(1) 142 14%	26 15%	66 14%	51 14%	62 16%	51 14%	28 13%	55 15%	23 11%	64 15%
NET: Disagree	453 45%	81 45%	217 47%	156 44%	185 47%	160 43%	99 46%	185 51%	86 43%	183 41%
Don't know	106 11%	20 11%	52 11%	34 9%	34 9%	37 10%	28 13%	10 3%	18 9%	77 18%
Mean	2.47	2.47	2.44	2.50	2.46	2.49	2.44	2.45	2.55	2.45
Standard deviation	0.91	0.93	0.90	0.92	0.94	0.90	0.88	0.91	0.88	0.92
Standard error	0.03	0.07	0.04	0.05	0.05	0.05	0.06	0.05	0.07	0.05

Northern Powerhouse Study
CATI Fieldwork : 21st - 29th October 2015

Absolutes/col percents

Table 8

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- The government's proposed "Northern Powerhouse" policy will help to rebalance the North-South economic divide

Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
NET: Agree	449 45%	217 44%	232 45%	82 62%	64 40%	85 46%	63 38%	61 39%	94 46%	146 50%	149 42%	155 43%	105 48%	127 41%	88 40%	129 51%
Strongly agree	(4) 10%	58 12%	47 9%	19 15%	12 8%	22 12%	14 8%	12 8%	26 13%	31 11%	35 10%	38 11%	22 10%	27 9%	27 12%	30 12%
Tend to agree	(3) 34%	158 32%	186 36%	62 47%	52 32%	64 34%	49 29%	48 31%	68 34%	114 39%	113 32%	117 33%	83 38%	100 32%	61 28%	99 39%
Tend to disagree	(2) 27%	120 24%	153 30%	33 25%	57 36%	52 28%	48 28%	38 25%	44 22%	91 31%	100 28%	82 23%	57 26%	93 30%	66 30%	56 22%
Strongly disagree	(1) 22%	138 28%	84 16%	11 8%	33 21%	36 19%	50 30%	51 33%	41 20%	44 15%	86 24%	92 26%	42 19%	71 23%	53 24%	57 22%
NET: Disagree	495 49%	258 53%	237 46%	45 34%	90 57%	88 48%	98 58%	89 57%	85 42%	135 46%	186 53%	174 49%	99 45%	164 53%	118 54%	113 44%
Don't know	59 6%	16 3%	44 8%	6 4%	5 3%	12 7%	7 4%	5 3%	24 12%	11 4%	19 5%	29 8%	14 7%	20 6%	12 6%	13 5%
Mean	2.35	2.29	2.42	2.71	2.28	2.41	2.17	2.15	2.44	2.47	2.29	2.31	2.41	2.29	2.30	2.42
Standard deviation	0.96	1.02	0.90	0.83	0.89	0.95	0.97	0.99	1.00	0.89	0.97	1.00	0.93	0.94	0.99	0.98
Standard error	0.03	0.05	0.04	0.08	0.07	0.07	0.07	0.09	0.07	0.06	0.05	0.06	0.05	0.06	0.09	0.06

Northern Powerhouse Study
CATI Fieldwork : 21st - 29th October 2015

Absolutes/col percents

Table 9

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- The government's proposed "Northern Powerhouse" policy will help to rebalance the North-South economic divide

Base: All respondents

	Total	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)		
		North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
NET: Agree	449 45%	67 38%	226 48%	156 44%	170 43%	177 48%	94 43%	157 44%	87 43%	205 46%
Strongly agree	(4) 105 10%	14 8%	54 12%	37 10%	38 10%	40 11%	24 11%	39 11%	18 9%	48 11%
Tend to agree	(3) 344 34%	53 30%	172 37%	119 33%	132 33%	137 37%	70 32%	118 33%	68 34%	158 36%
Tend to disagree	(2) 272 27%	55 31%	121 26%	97 27%	111 28%	92 25%	63 29%	100 28%	51 25%	121 27%
Strongly disagree	(1) 222 22%	47 26%	92 20%	84 23%	97 25%	77 21%	43 20%	96 27%	51 25%	76 17%
NET: Disagree	495 49%	102 57%	212 46%	180 50%	208 53%	169 46%	107 49%	196 54%	101 50%	197 45%
Don't know	59 6%	10 5%	28 6%	22 6%	17 4%	22 6%	16 7%	7 2%	14 7%	39 9%
Mean	2.35	2.20	2.43	2.33	2.29	2.41	2.37	2.29	2.29	2.44
Standard deviation	0.96	0.94	0.96	0.97	0.96	0.96	0.95	0.98	0.97	0.93
Standard error	0.03	0.07	0.05	0.05	0.05	0.05	0.07	0.05	0.07	0.05

Northern Powerhouse Study
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Absolutes/col percents

Table 10

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- London contributes more in taxes than the North, so it is fair that London receives more money to spend on things like the arts, science and transport

Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
NET: Agree	280 28%	148 30%	132 26%	51 38%	41 26%	40 21%	50 30%	40 26%	59 29%	92 32%	90 25%	99 28%	53 24%	83 27%	61 28%	84 33%
Strongly agree	(4) 96 10%	52 11%	44 9%	16 12%	16 10%	11 6%	16 9%	19 12%	18 9%	32 11%	27 8%	37 10%	11 5%	29 9%	25 12%	30 12%
Tend to agree	(3) 184 18%	96 20%	89 17%	34 26%	26 16%	28 15%	34 20%	21 13%	41 20%	60 21%	63 18%	62 17%	41 19%	54 17%	35 16%	54 21%
Tend to disagree	(2) 272 27%	120 24%	152 30%	34 26%	43 27%	64 34%	42 25%	35 23%	53 26%	77 26%	106 30%	88 25%	67 31%	89 29%	55 25%	60 24%
Strongly disagree	(1) 427 43%	215 44%	212 41%	45 34%	72 45%	81 44%	72 43%	79 51%	79 39%	117 40%	153 43%	158 44%	94 43%	137 44%	97 44%	100 39%
NET: Disagree	699 70%	335 68%	364 71%	79 60%	115 72%	145 78%	114 68%	114 74%	132 65%	194 66%	259 73%	246 69%	161 74%	226 73%	152 69%	160 63%
Don't know	24 2%	7 1%	17 3%	2 1%	4 2%	1 1%	4 3%	1 *	12 6%	6 2%	5 1%	13 4%	4 2%	2 1%	6 3%	11 4%
Mean	1.95	1.97	1.93	2.17	1.91	1.84	1.96	1.87	1.99	2.03	1.89	1.93	1.86	1.92	1.95	2.06
Standard deviation	1.01	1.04	0.98	1.04	1.01	0.90	1.02	1.06	1.00	1.03	0.96	1.03	0.91	0.99	1.05	1.06
Standard error	0.03	0.05	0.04	0.10	0.08	0.06	0.08	0.09	0.07	0.06	0.05	0.06	0.05	0.06	0.09	0.07

Northern Powerhouse Study
CATI Fieldwork : 21st - 29th October 2015

Absolutes/col percents

Table 11

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- London contributes more in taxes than the North, so it is fair that London receives more money to spend on things like the arts, science and transport

Base: All respondents

	Total	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)		
		North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
NET: Agree	280 28%	47 26%	144 31%	89 25%	117 30%	102 28%	53 24%	92 25%	50 25%	139 31%
Strongly agree	(4) 96 10%	13 7%	49 11%	34 9%	38 10%	31 8%	25 11%	29 8%	13 6%	54 12%
Tend to agree	(3) 184 18%	34 19%	95 20%	55 15%	79 20%	71 19%	28 13%	62 17%	37 18%	85 19%
Tend to disagree	(2) 272 27%	46 26%	126 27%	100 28%	89 23%	116 31%	60 28%	98 27%	63 31%	110 25%
Strongly disagree	(1) 427 43%	79 44%	183 39%	166 46%	180 46%	143 39%	100 46%	165 46%	83 41%	179 41%
NET: Disagree	699 70%	125 70%	309 66%	265 74%	269 68%	258 70%	161 74%	263 73%	147 72%	289 65%
Don't know	24 2%	7 4%	13 3%	4 1%	8 2%	9 2%	3 2%	5 1%	6 3%	14 3%
Mean	1.95	1.89	2.02	1.88	1.94	1.97	1.89	1.88	1.90	2.03
Standard deviation	1.01	0.98	1.02	1.00	1.03	0.97	1.03	0.98	0.93	1.06
Standard error	0.03	0.07	0.05	0.05	0.05	0.05	0.07	0.05	0.07	0.05

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Absolutes/col percents

Table 12

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- Local politicians in the North, rather than MPs in Westminster, should have control over services like transport and health to improve the region

Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
NET: Agree	819 82%	385 79%	434 85%	107 81%	131 82%	149 80%	148 88%	131 85%	152 75%	238 82%	297 84%	284 79%	183 84%	245 79%	184 84%	207 81%
Strongly agree	(4) 49%	238 48%	255 50%	63 48%	77 48%	83 45%	86 51%	91 59%	93 46%	140 48%	169 48%	184 51%	101 46%	152 49%	116 53%	123 48%
Tend to agree	(3) 33%	148 30%	178 35%	44 34%	54 34%	66 35%	62 37%	40 26%	59 29%	98 34%	128 36%	100 28%	81 37%	93 30%	69 31%	83 33%
Tend to disagree	(2) 8%	52 11%	31 6%	8 6%	16 10%	18 10%	7 4%	11 7%	23 11%	24 8%	25 7%	34 10%	24 11%	29 9%	14 6%	15 6%
Strongly disagree	(1) 7%	39 8%	33 6%	17 13%	10 6%	12 6%	8 5%	9 6%	17 8%	27 9%	19 5%	26 7%	9 4%	27 9%	13 6%	24 9%
NET: Disagree	155 15%	91 19%	64 12%	24 19%	27 17%	30 16%	14 9%	20 13%	39 19%	51 18%	44 12%	60 17%	33 15%	56 18%	27 12%	39 15%
Don't know	29 3%	14 3%	15 3%	- -	2 2%	7 4%	5 3%	3 2%	11 6%	2 1%	13 4%	14 4%	3 1%	9 3%	7 3%	9 4%
Mean	3.27	3.23	3.32	3.16	3.25	3.24	3.39	3.41	3.19	3.21	3.31	3.29	3.28	3.23	3.36	3.24
Standard deviation	0.90	0.94	0.86	1.01	0.89	0.88	0.78	0.86	0.96	0.95	0.84	0.92	0.82	0.95	0.85	0.95
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.06	0.07	0.07	0.06	0.04	0.05	0.04	0.06	0.07	0.06

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Absolutes/col percents

Table 13

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- Local politicians in the North, rather than MPs in Westminster, should have control over services like transport and health to improve the region

Base: All respondents

	Total	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)		
		North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
NET: Agree	819 82%	144 81%	377 81%	298 83%	323 82%	302 82%	176 81%	287 80%	166 82%	366 83%
Strongly agree	(4) 493 49%	84 47%	247 53%	162 45%	199 51%	177 48%	106 49%	170 47%	101 50%	222 50%
Tend to agree	(3) 326 33%	60 34%	130 28%	136 38%	124 32%	126 34%	70 32%	117 33%	66 32%	144 33%
Tend to disagree	(2) 83 8%	15 9%	42 9%	25 7%	35 9%	28 8%	19 9%	39 11%	17 8%	27 6%
Strongly disagree	(1) 72 7%	12 6%	30 6%	30 8%	29 7%	28 8%	14 6%	26 7%	12 6%	35 8%
NET: Disagree	155 15%	27 15%	72 16%	56 16%	64 16%	56 15%	33 15%	64 18%	28 14%	62 14%
Don't know	29 3%	8 4%	16 4%	5 1%	7 2%	11 3%	8 4%	8 2%	8 4%	13 3%
Mean	3.27	3.27	3.32	3.22	3.28	3.26	3.29	3.23	3.31	3.29
Standard deviation	0.90	0.89	0.90	0.91	0.91	0.90	0.88	0.92	0.86	0.91
Standard error	0.03	0.07	0.04	0.05	0.05	0.05	0.06	0.05	0.06	0.05

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Absolutes/col percents

Table 14

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- Investment in major cities in the North WILL NOT benefit the towns and villages in the region

Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
NET: Agree	448 45%	216 44%	232 45%	49 38%	70 44%	81 43%	75 45%	77 50%	95 47%	120 41%	156 44%	172 48%	83 38%	146 47%	96 44%	123 48%
Strongly agree	(4) 14%	85 17%	55 11%	15 12%	19 12%	19 10%	19 11%	34 22%	35 17%	34 12%	38 11%	69 19%	23 11%	46 15%	39 18%	32 13%
Tend to agree	(3) 31%	131 27%	177 34%	34 26%	52 32%	62 33%	56 34%	43 28%	61 30%	86 29%	119 33%	103 29%	60 28%	100 32%	58 26%	90 35%
Tend to disagree	(2) 32%	156 32%	167 32%	54 41%	52 33%	71 38%	56 33%	46 29%	44 22%	107 37%	126 36%	90 25%	83 38%	103 33%	67 31%	69 27%
Strongly disagree	(1) 19%	104 21%	84 16%	25 19%	30 19%	31 16%	31 19%	29 19%	42 21%	55 19%	62 17%	71 20%	46 21%	51 17%	44 20%	46 18%
NET: Disagree	510 51%	260 53%	250 49%	79 60%	83 52%	101 54%	87 52%	74 48%	86 42%	162 55%	188 53%	160 45%	129 59%	154 50%	112 51%	115 45%
Don't know	45 4%	15 3%	30 6%	3 3%	7 4%	4 2%	6 3%	3 2%	22 11%	10 3%	10 3%	25 7%	6 3%	11 4%	11 5%	17 7%
Mean	2.42	2.41	2.42	2.31	2.38	2.38	2.39	2.54	2.49	2.35	2.38	2.51	2.29	2.47	2.44	2.46
Standard deviation	0.96	1.02	0.91	0.92	0.94	0.88	0.93	1.04	1.05	0.93	0.90	1.05	0.92	0.95	1.02	0.96
Standard error	0.03	0.05	0.04	0.09	0.08	0.06	0.07	0.09	0.08	0.06	0.05	0.06	0.05	0.06	0.09	0.06

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Absolutes/col percents

Table 15

Q2. I am now going to read out a few statements. Please can you tell me to what extent you agree or disagree with each statement ...

- Investment in major cities in the North WILL NOT benefit the towns and villages in the region

Base: All respondents

	Total	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)		
		North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
NET: Agree	448 45%	78 44%	215 46%	155 43%	168 43%	169 46%	96 45%	160 45%	80 40%	208 47%
Strongly agree	(4) 140 14%	24 14%	68 15%	48 13%	48 12%	54 15%	33 15%	60 17%	29 14%	51 12%
Tend to agree	(3) 308 31%	54 30%	147 32%	108 30%	120 31%	115 31%	64 29%	100 28%	51 25%	157 36%
Tend to disagree	(2) 323 32%	54 30%	146 31%	123 34%	130 33%	122 33%	69 32%	118 33%	72 36%	133 30%
Strongly disagree	(1) 188 19%	36 20%	85 18%	66 19%	79 20%	59 16%	46 21%	73 20%	42 21%	73 16%
NET: Disagree	510 51%	90 50%	231 50%	189 53%	209 53%	181 49%	115 53%	191 53%	114 56%	205 47%
Don't know	45 4%	11 6%	20 4%	14 4%	17 4%	19 5%	5 2%	9 2%	8 4%	28 6%
Mean	2.42	2.39	2.44	2.40	2.36	2.47	2.39	2.42	2.34	2.45
Standard deviation	0.96	0.98	0.97	0.95	0.95	0.95	0.99	1.00	0.98	0.92
Standard error	0.03	0.08	0.05	0.05	0.05	0.05	0.07	0.05	0.07	0.05

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Absolutes/col percents

Table 16
Gender
Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
Male	490 49%	490 100%	-	77 58%	87 54%	80 43%	76 46%	80 52%	90 45%	163 56%	156 44%	171 48%	111 51%	155 50%	120 55%	105 41%
Female	513 51%	-	513 100%	55 42%	73 46%	106 57%	91 54%	74 48%	112 55%	128 44%	198 56%	187 52%	107 49%	156 50%	99 45%	150 59%

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Absolutes/col percents

Table 17
Gender
Base: All respondents

	Total	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)		
		North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
Male	490 49%	83 46%	229 49%	178 50%	229 58%	159 43%	94 43%	248 69%	82 41%	160 36%
Female	513 51%	96 54%	236 51%	180 50%	166 42%	209 57%	123 57%	111 31%	120 59%	281 64%

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Absolutes/col percents

Table 18

Age**Base: All respondents**

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
18-24	132 13%	77 16%	55 11%	132 100%	-	-	-	-	-	132 45%	-	-	22 10%	61 20%	31 14%	17 7%
25-34	160 16%	87 18%	73 14%	-	160 100%	-	-	-	-	160 55%	-	-	40 18%	52 17%	43 20%	24 10%
35-44	186 19%	80 16%	106 21%	-	-	186 100%	-	-	-	-	186 53%	-	53 24%	67 22%	35 16%	31 12%
45-54	168 17%	76 16%	91 18%	-	-	-	168 100%	-	-	-	168 47%	-	37 17%	48 15%	50 23%	33 13%
55-64	155 15%	80 16%	74 14%	-	-	-	-	155 100%	-	-	-	155 43%	39 18%	28 9%	36 16%	52 20%
65+	203 20%	90 18%	112 22%	-	-	-	-	-	203 100%	-	-	203 57%	27 12%	54 17%	24 11%	97 38%
Mean age	47.2	45.7	48.6	21.6	29.5	39.7	49.3	59.4	73.5	25.9	44.3	67.4	45.2	43.5	44.4	55.6

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Absolutes/col percents

Table 19
Age
Base: All respondents

	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)			
	Total	North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
18-24	132 13%	22 12%	59 13%	51 14%	57 14%	52 14%	20 9%	36 10%	18 9%	78 18%
25-34	160 16%	35 19%	68 15%	57 16%	75 19%	53 14%	27 12%	47 13%	25 13%	88 20%
35-44	186 19%	26 15%	89 19%	71 20%	81 20%	65 18%	39 18%	74 21%	38 19%	74 17%
45-54	168 17%	24 13%	79 17%	66 18%	61 15%	65 18%	38 18%	66 18%	39 19%	63 14%
55-64	155 15%	25 14%	79 17%	50 14%	59 15%	51 14%	43 20%	64 18%	28 14%	62 14%
65+	203 20%	47 27%	91 20%	64 18%	62 16%	83 22%	50 23%	73 20%	54 27%	76 17%
Mean age	47.2	48.8	47.6	45.8	44.7	47.9	50.0	48.4	50.9	44.4

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Absolutes/col percents

Table 20
Social Class
Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
AB	218 22%	111 23%	107 21%	22 17%	40 25%	53 29%	37 22%	39 25%	27 13%	62 21%	91 26%	66 18%	218 100%	-	-	-
C1	311 31%	155 32%	156 30%	61 47%	52 33%	67 36%	48 29%	28 18%	54 27%	114 39%	115 33%	82 23%	-	311 100%	-	-
C2	219 22%	120 24%	99 19%	31 24%	43 27%	35 19%	50 29%	36 23%	24 12%	74 26%	84 24%	60 17%	-	-	219 100%	-
DE	255 25%	105 21%	150 29%	17 13%	24 15%	31 17%	33 20%	52 34%	97 48%	42 14%	64 18%	149 42%	-	-	-	255 100%

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Absolutes/col percents

Table 21
Social Class
Base: All respondents

	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)			
	Total	North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
AB	218 22%	28 16%	103 22%	87 24%	74 19%	85 23%	56 26%	110 31%	36 18%	72 16%
C1	311 31%	52 29%	153 33%	105 29%	153 39%	101 27%	51 23%	117 33%	69 34%	124 28%
C2	219 22%	41 23%	101 22%	77 21%	83 21%	82 22%	44 20%	66 18%	43 21%	110 25%
DE	255 25%	57 32%	109 23%	89 25%	84 21%	100 27%	65 30%	66 18%	55 27%	135 31%

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Absolutes/col percents

Table 22
Which of the following best describes where you live?
Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
Urban - Population over 10,000	394 39%	229 47%	166 32%	57 43%	75 47%	81 43%	61 36%	59 38%	62 31%	132 45%	142 40%	121 34%	74 34%	153 49%	83 38%	84 33%
Town and Fringe	368 37%	159 32%	209 41%	52 39%	53 33%	65 35%	65 39%	51 33%	83 41%	104 36%	130 37%	134 38%	85 39%	101 32%	82 38%	100 39%
Village	192 19%	82 17%	109 21%	17 13%	25 15%	37 20%	33 20%	35 22%	45 22%	42 14%	70 20%	80 22%	47 22%	48 16%	36 17%	60 23%
Hamlet & Isolated Dwelling	25 2%	11 2%	14 3%	3 2%	2 1%	2 1%	5 3%	8 5%	4 2%	5 2%	7 2%	12 3%	9 4%	3 1%	8 4%	5 2%
Don't know	24 2%	9 2%	15 3%	3 2%	6 4%	2 1%	3 2%	2 1%	8 4%	9 3%	5 1%	10 3%	3 1%	6 2%	9 4%	6 2%

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Absolutes/col percents

Table 23
Which of the following best describes where you live?
Base: All respondents

	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)			
	Total	North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
Urban - Population over 10,000	394 39%	56 31%	189 41%	149 42%	394 100%	-	-	150 42%	79 39%	165 37%
Town and Fringe	368 37%	67 37%	190 41%	111 31%	-	368 100%	-	136 38%	78 38%	155 35%
Village	192 19%	45 25%	65 14%	82 23%	-	-	192 88%	57 16%	37 18%	98 22%
Hamlet & Isolated Dwelling	25 2%	4 2%	13 3%	8 2%	-	-	25 12%	12 3%	5 2%	8 2%
Don't know	24 2%	7 4%	9 2%	8 2%	-	-	-	4 1%	4 2%	16 4%

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Absolutes/col percents

Table 24
Region
Base: All respondents

	Total	Gender		Age I						Age II			SEG			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Base	1003	493	510	106	155	201	182	141	218	261	383	359	354	250	139	260
Weighted Base	1003	490	513	132	160	186	168	155	203	292	354	357	218	311	219	255
North East	179 18%	83 17%	96 19%	22 17%	35 22%	26 14%	24 14%	25 16%	47 23%	57 19%	50 14%	73 20%	28 13%	52 17%	41 19%	57 22%
North West	466 46%	229 47%	236 46%	59 45%	68 43%	89 48%	79 47%	79 51%	91 45%	127 44%	168 47%	171 48%	103 47%	153 49%	101 46%	109 43%
Yorks & Humberside	358 36%	178 36%	180 35%	51 39%	57 36%	71 38%	66 39%	50 32%	64 31%	108 37%	136 39%	114 32%	87 40%	105 34%	77 35%	89 35%

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Absolutes/col percents

Table 25
Region
Base: All respondents

	Region			Urban/ Rural			Awareness of Northern Powerhouse (Q1)			
	Total	North East	North West	Yorks & Humberside	Urban	Town and Fringe	Village/ Hamlet	Know a lot/ little	Heard of - know nothing	Not heard of it
Unweighted Base	1003	179	467	357	380	375	227	388	198	417
Weighted Base	1003	179	466	358	394	368	217	360	202	441
North East	179	179	-	-	56	67	49	63	39	77
	18%	100%	-	-	14%	18%	23%	17%	19%	18%
North West	466	-	466	-	189	190	77	179	81	206
	46%	-	100%	-	48%	52%	36%	50%	40%	47%
Yorks & Humberside	358	-	-	358	149	111	90	118	82	158
	36%	-	-	100%	38%	30%	42%	33%	41%	36%