

# **The public mood, the political dynamic and the agenda for place**

## **Insights about British public opinion**

**Rachel Brisley, Director and Head of Energy and Environment, Ipsos UK**

**November 2023**



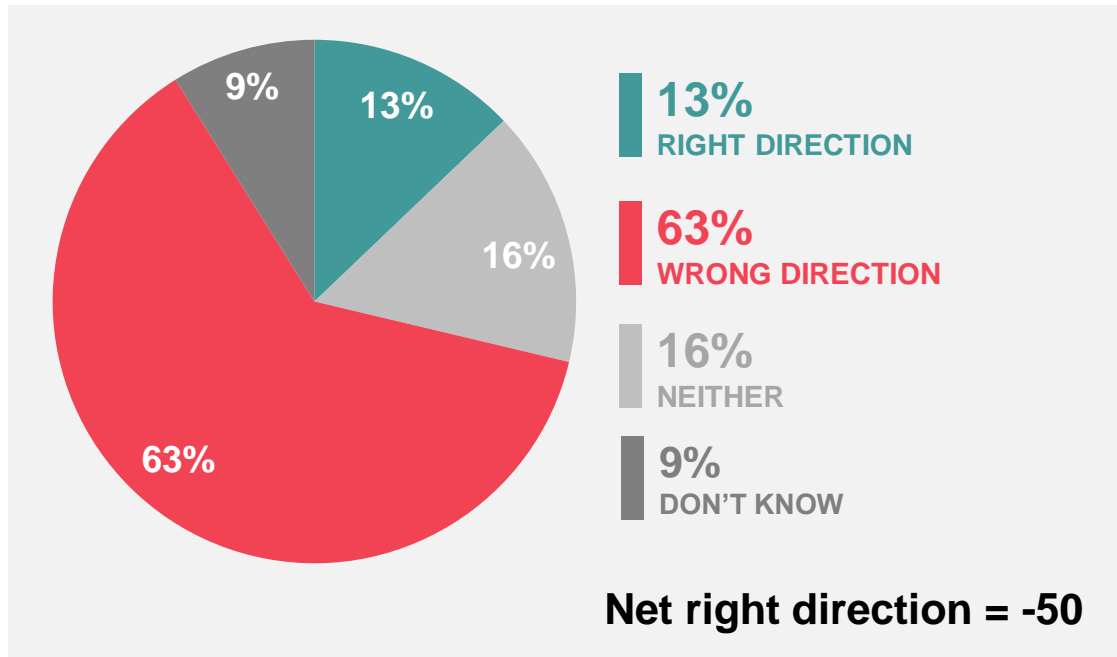


# The public mood and politics

# The public mood is pessimistic – it has been for some time

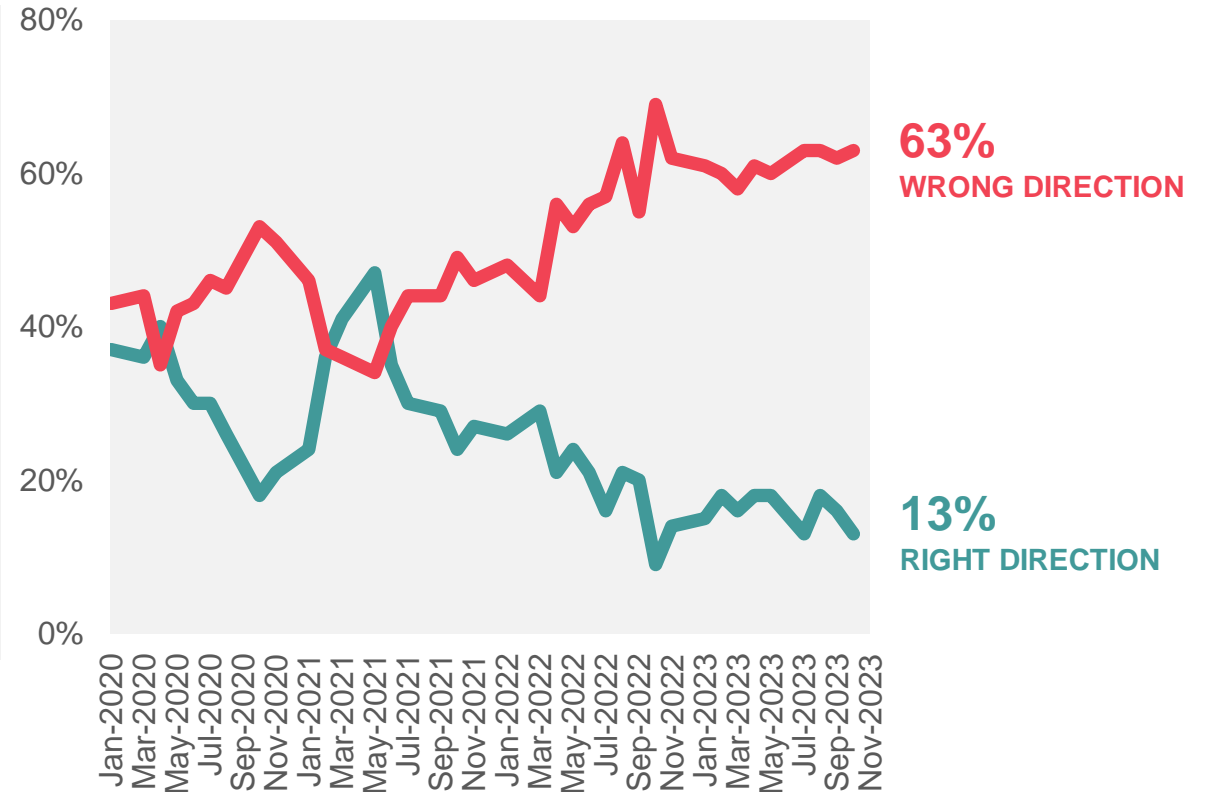
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

October 2023



Base: 1,055 Online British adults aged 18+ , 27-30 October 2023

January 2020 - October 2023



# The public want change...

Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

**77%** think Britain needs a 'fresh team of leaders.'

Ipsos, September 2023

The Conservative government has done a good job and there is no need for change at the next election

10%

The Conservative government has done a poor job but the next election is not the time for change

17%

The Conservative government has done a good job, but it is time for a change at the next election

9%

The Conservative government has done a poor job and it is time for a change at the next election

56%

**Not time for a change**

27%

**Time for a change**

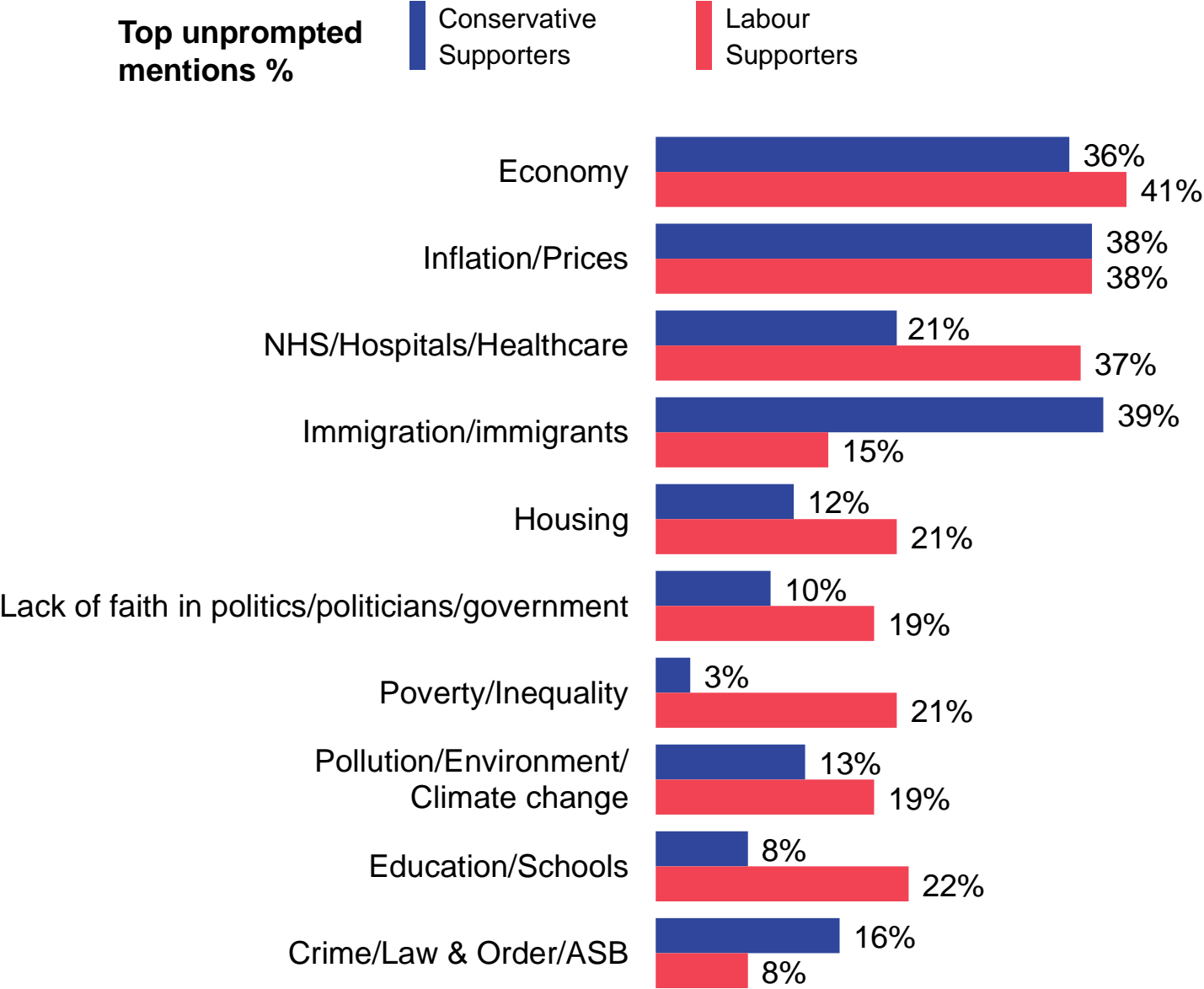
65%

Base: 1,065 British adults 18+, 19-23 July 2023

Source: Ipsos MORI Political Monitor

The economy, cost of living, public services, NHS and immigration are top national priorities

What do you see as the most/other important issues facing Britain today?



Base: 1,017 British adults 18+, 4 – 11 October 2023

Source: Ipsos Issues Index



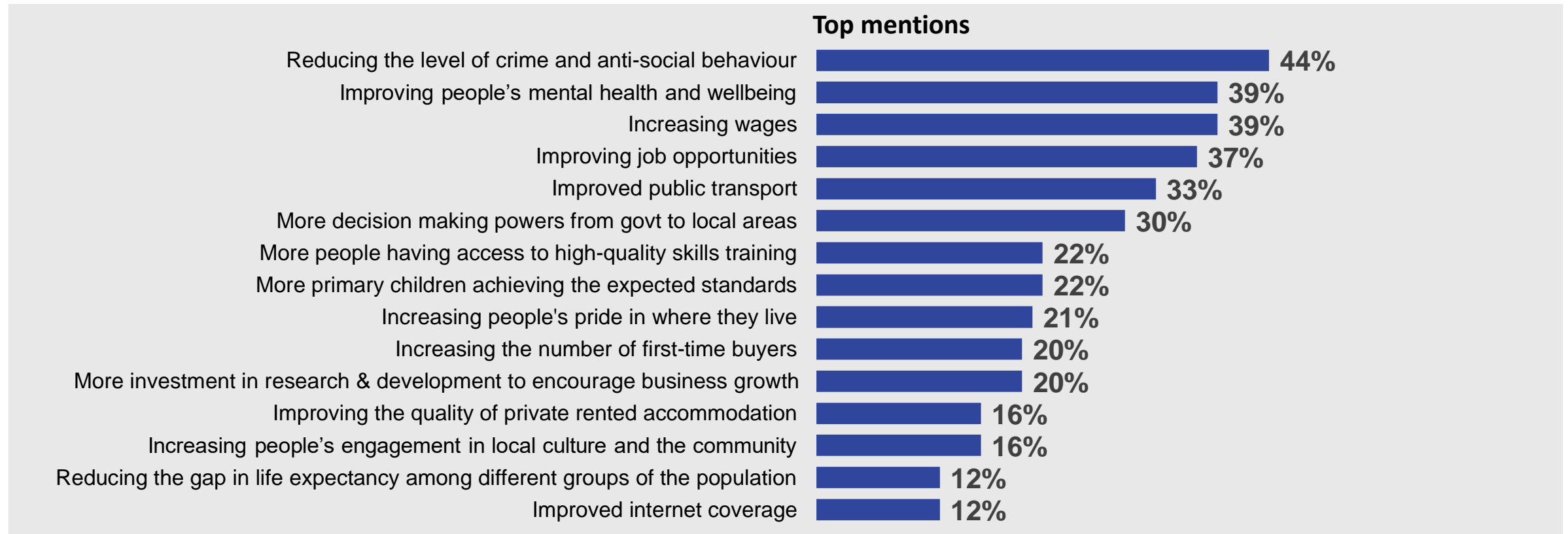


# Place and priorities



# What matters? Crime, improving mental health, economy

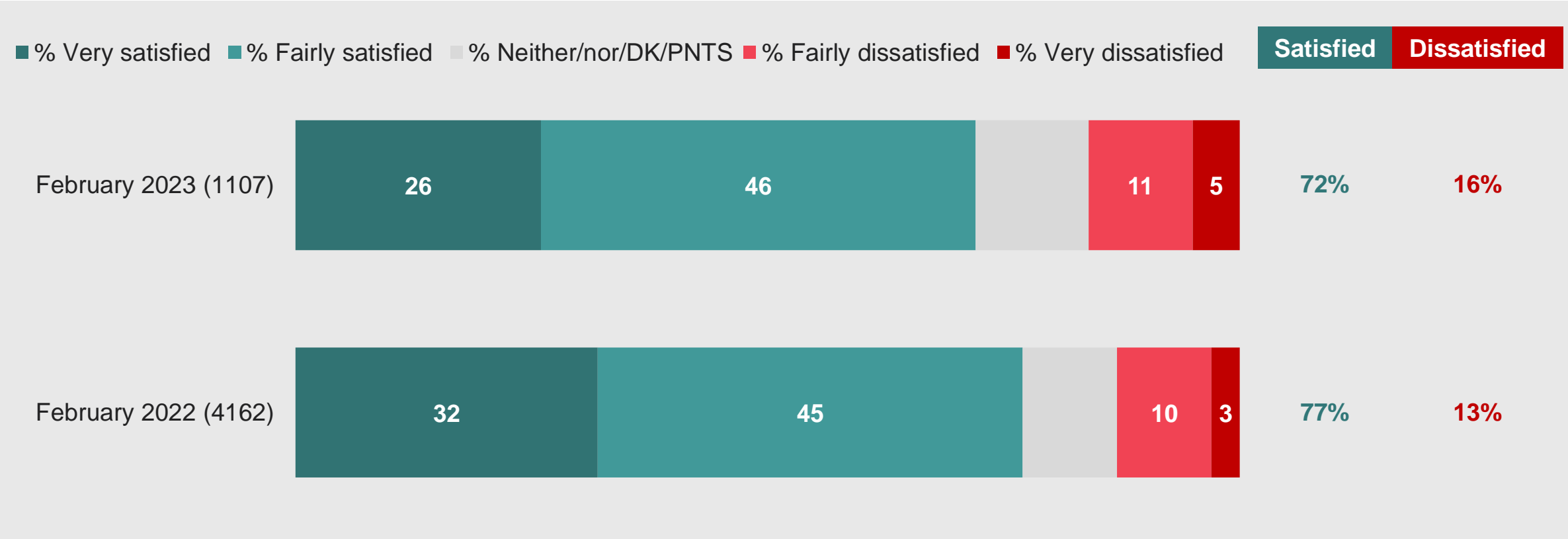
The government's plans for reducing regional inequalities (or Levelling Up) includes a number of objectives. Which three or four of the following, if any, do you consider to be the main priorities for improvement in your local area?



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

# Overall satisfaction with the neighbourhood has decreased – but more positive than national view

Generally speaking, how satisfied or dissatisfied are you with your neighbourhood as a place to live?



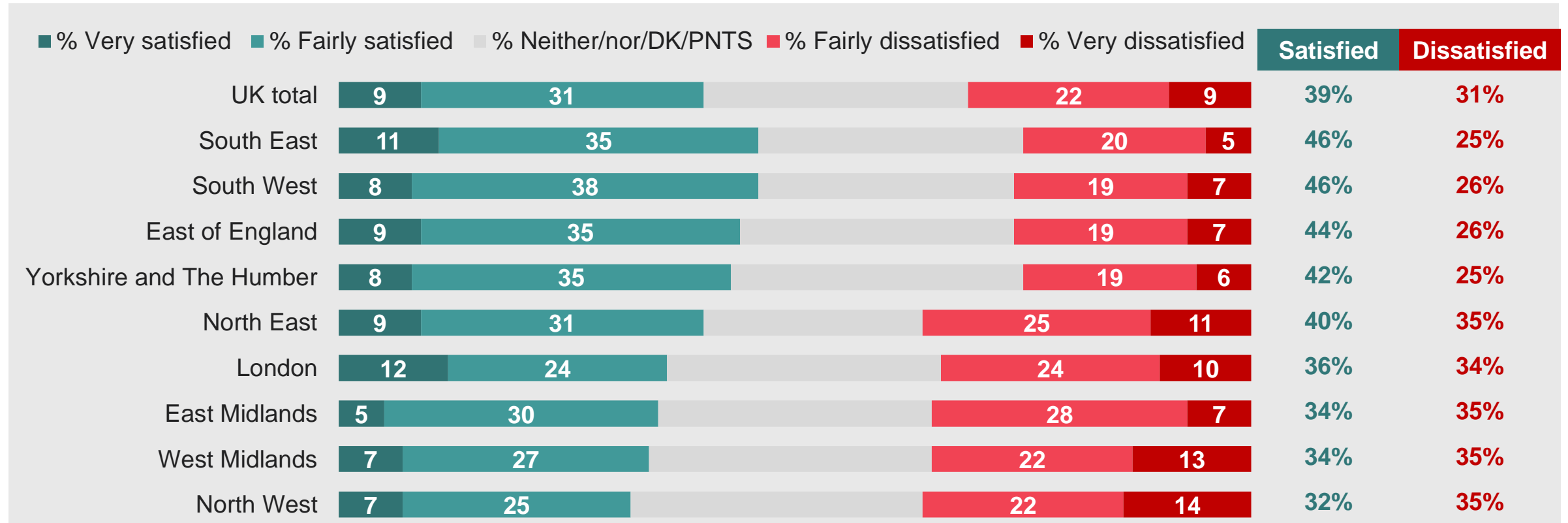
Base: All UK adults 16+ (see above)  
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# Different regions see things differently

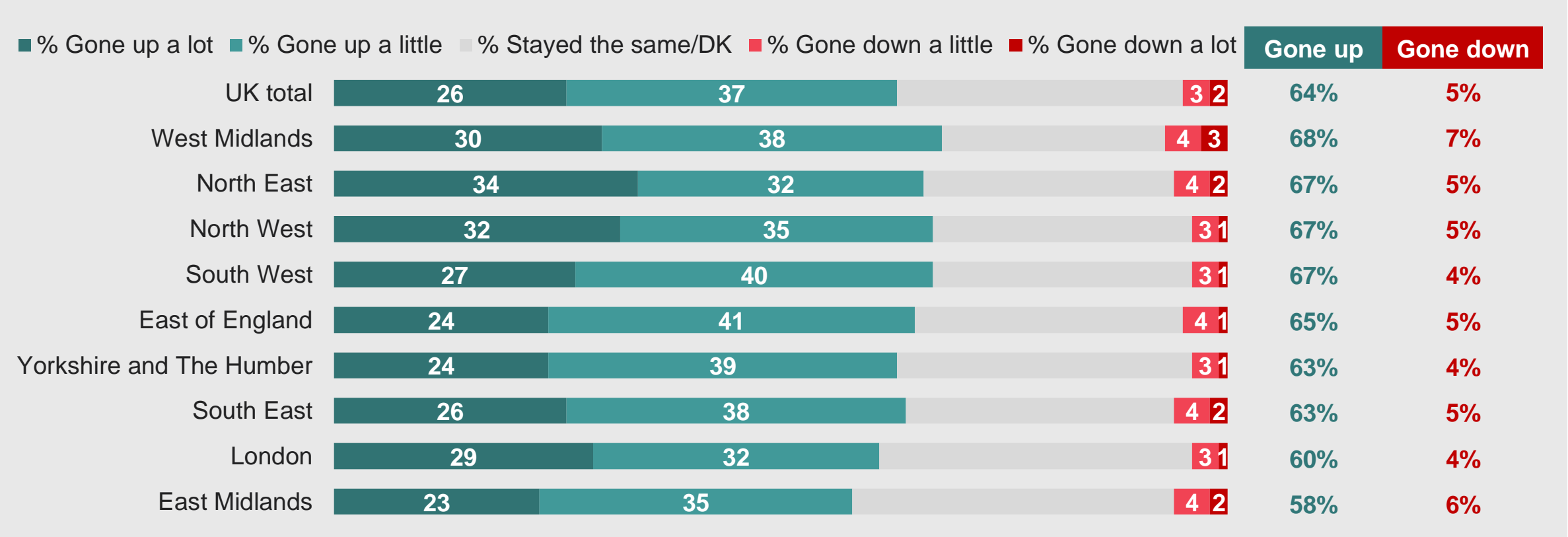
Generally speaking, how satisfied or dissatisfied are you with your neighbourhood as a place to live?



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

# Crime: majority think it increased over the last 12 months

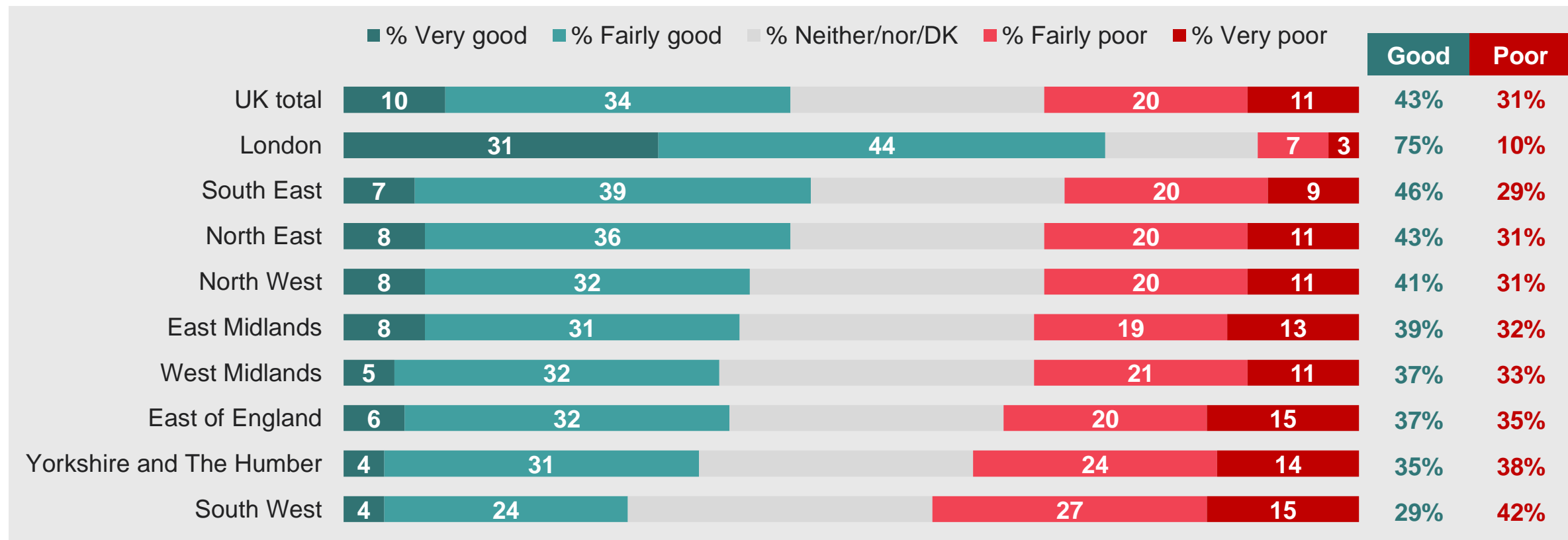
What do you think has happened to crime over the past 12 months?  
In the country as a whole





# Transport: London really is a “different country”

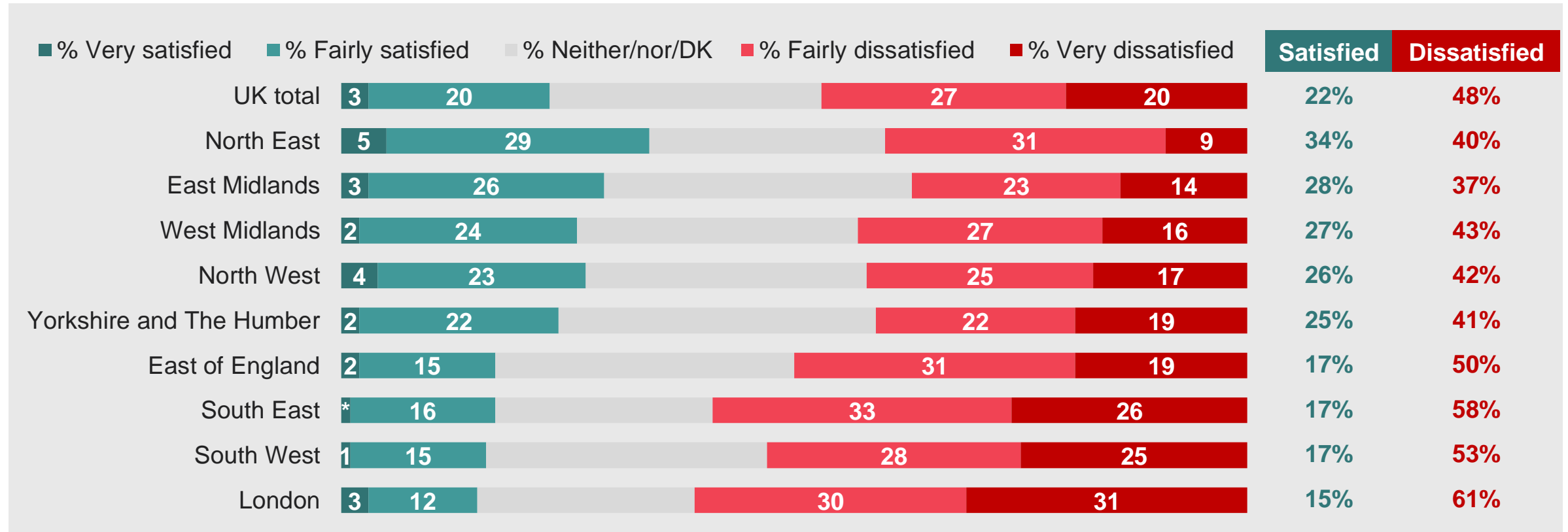
In general, how would you rate the public transport in 'your region' for each of the following?  
The ease of making journeys within your local area using public transport



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

# Priced out: nowhere is especially positive

How satisfied or dissatisfied are you with the following in your local area?  
The affordability of housing



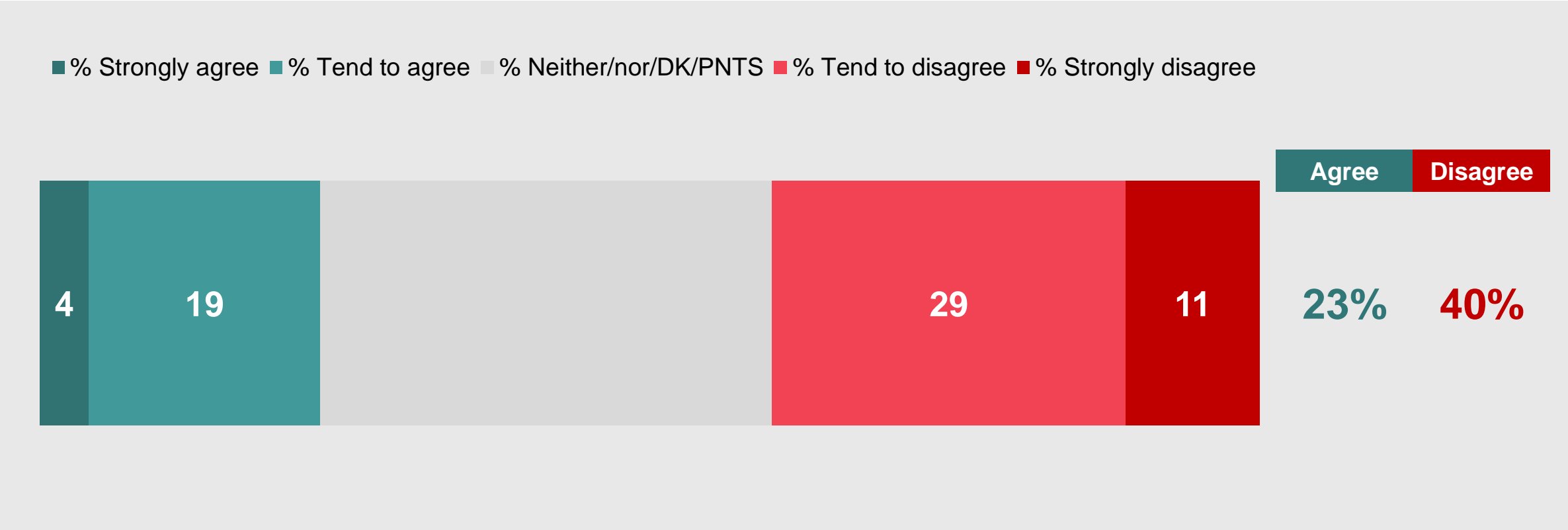
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Fieldwork dates: 2-8 February 2023



# Who should be in charge?

# Most disagree that local government currently has the power to develop local solutions

To what extent would you agree or disagree that your local government and its leaders currently have enough power to develop solutions that work for communities in your area?



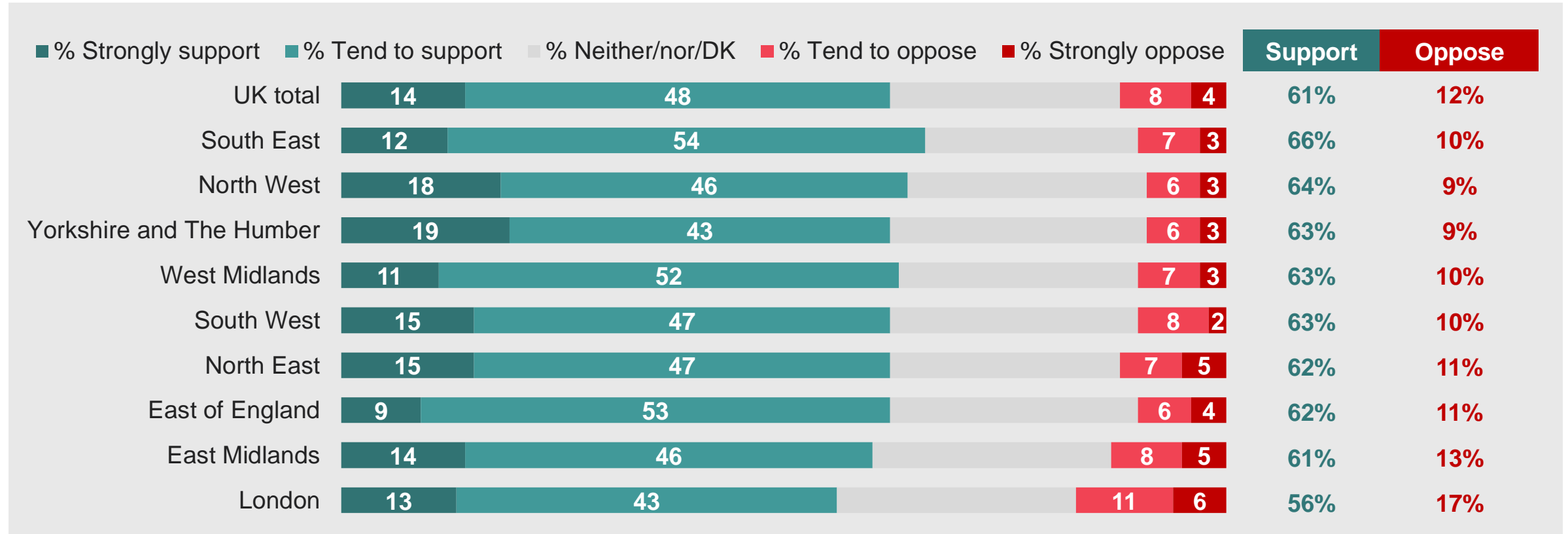
Base: All UK adults 16+ (6189) | Fieldwork dates: 2-8 February 2023





# The majority support local authorities getting more control

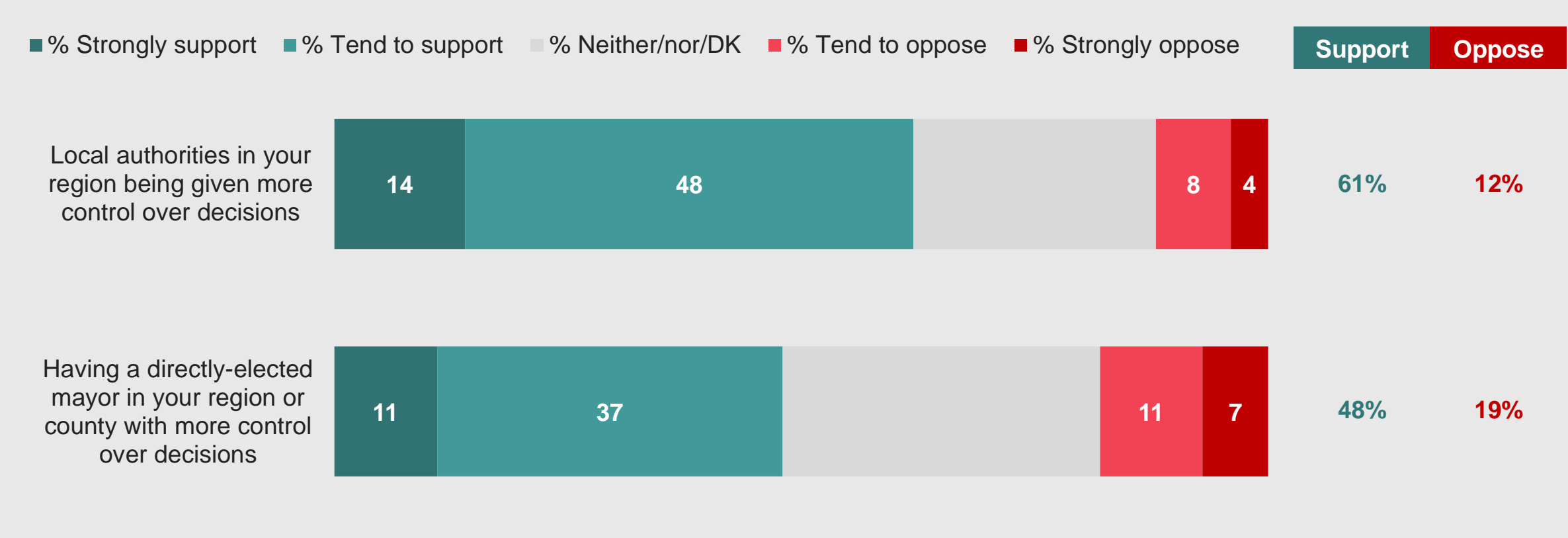
To what extent, if at all, would you support or oppose each of the following?  
Local authorities in your region being given more control over decisions



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

# Devolution is backed in principle, but support for having a directly elected mayor is more lukewarm

To what extent, if at all, would you support or oppose each of the following?

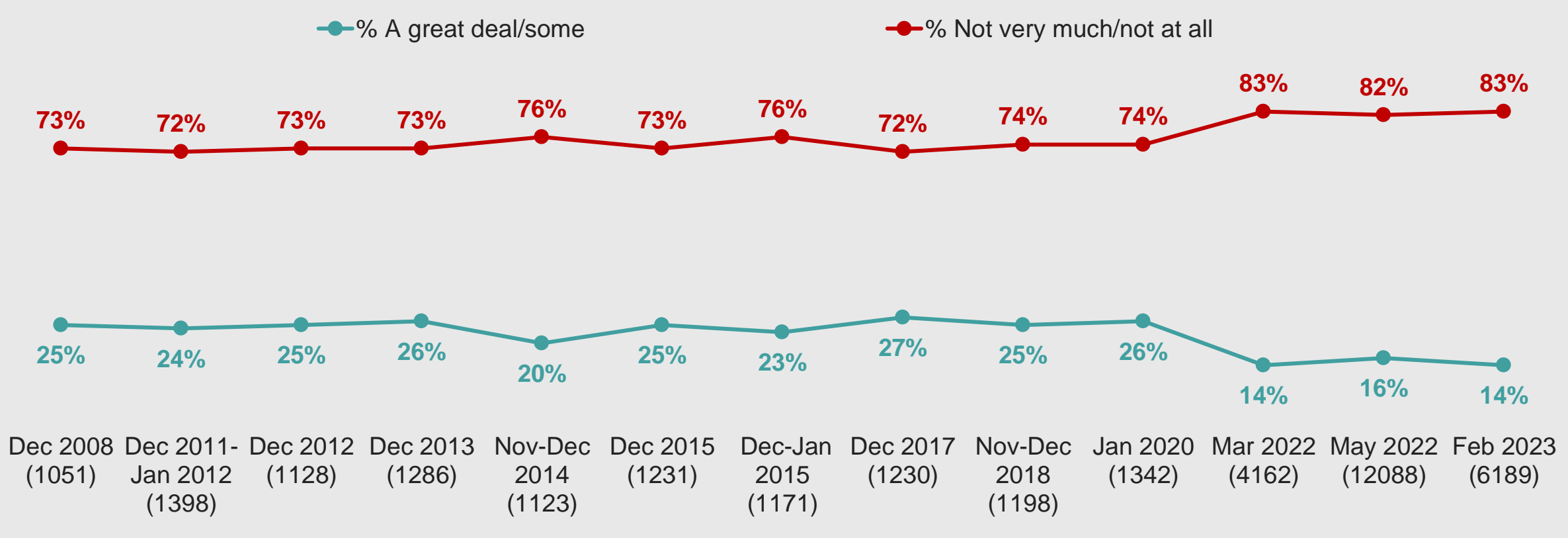


Base: All UK adults 16+ (6189)  
Fieldwork dates: 2-8 February 2023



# People are increasingly feeling sidelined

How much, influence, if any, do you feel you have over decision making in your local area?



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





# THANK YOU

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