

	Gender		Age				Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
<b>Total</b>	942	1021	216	357	363	330	697	1060	903	412	393	471	510	177
%	923	1040	148	355	361	310	789	1231	732	413	432	426	497	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>All GB Adults</b>														
Unweighted Sample														
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
39	42	35	33	39	45	38	37	39	38	41	36	40	38	34
81	81	81	72	79	83	82	83	83	79	83	78	82	82	81
23	22	24	26	27	21	20	23	23	23	24	20	21	21	36
35	30	40	33	38	36	34	34	33	38	40	33	31	38	28
25	23	27	30	27	26	24	23	27	23	26	24	26	24	26
53	53	53	43	50	53	55	58	55	51	49	54	53	58	49
22	21	24	25	27	27	24	16	22	22	21	21	25	19	26
46	44	47	37	39	34	49	57	45	46	46	47	45	44	49
19	19	19	22	17	21	22	17	20	19	17	21	20	19	18
63	62	64	61	57	63	66	65	63	62	58	63	65	65	63
42	45	40	41	44	47	38	42	45	39	43	43	44	41	40
2	2	1	3	1	1	1	2	1	2	0	2	2	2	0
3	3	3	6	3	2	3	2	2	4	3	4	2	3	3

Thinking about the things which are important to you which of the following FIVE would you like to see as priorities for local government? [Please tick up to FIVE]

- Creating stronger communities
- Creating safer communities
- Improving young people's health
- Improving young people's safety
- Improving young people's achievement
- Getting more young people making a positive contribution to society
- Improving children's economic circumstances
- Improving adult health and well-being
- Tackling exclusion and promoting equality
- Improving the local economy
- Improving environmental sustainability
- None of these
- Don't know

Total	Which ITV channel do you receive? (if you receive more than one ITV channel which one do you receive more than one?)						
	Carlton / LWT (London)	Central (Midlands)	Anglia (East Anglia)	HTV (Wales / West)	West Country TV (South West)	Meridian (South)	Granada (Lancashire)
1963	402	290	134	172	75	175	198
%	20.5	14.8	6.8	8.6	3.8	8.9	10.1
Unweighted Sample: 1963	404	264	146	153	83	194	195
%	20.6	13.4	7.4	7.8	4.2	9.9	10.0

All GB Adults

Thinking about the things which are important to you which of the following FIVE would you like to see as priorities for local government? [Please tick up to FIVE]

Creating stronger communities	39	42	40	43	41	31	32	39
Creating safer communities	81	83	84	83	79	66	79	88
Improving young people's health	23	24	22	24	21	11	22	20
Improving young people's safety	35	41	32	31	29	25	39	43
Improving young people's achievement	25	26	28	22	24	20	28	25
Getting more young people making a positive contribution to society	53	50	54	56	52	51	53	59
Improving children's economic circumstances	22	21	24	19	29	16	25	19
Improving adult health and well-being	46	46	44	48	47	40	49	47
Tackling exclusion and promoting equality	19	17	21	20	19	24	19	13
Improving the local economy	63	57	66	57	63	70	64	64
Improving environmental sustainability	42	43	49	45	36	42	41	41
None of these	2	0	2	0	4	4	3	2
Don't know	3	3	1	4	3	6	2	2

	Which ITV channel do you receive? (if you receive more than one ITV channel which one do you watch most)								
	Total	Tyne Tees (North East)	Yorkshire	Scottish TV (Central Scotland)	Grampian TV (North Scotland)	Border	Ulster	None	Don't know
<b>All GB Adults</b>	<b>1963</b>	104	204	122	39	15	0	15	18
Unweighted Sample	1963	101	196	134	43	17	0	15	18
	%	%	%	%	%	%	%	%	%
39	Creating stronger communities	30	42	34	41	22	0	45	20
81	Creating safer communities	85	75	77	89	94	0	41	98
23	Improving young people's health	19	24	41	26	26	0	6	22
35	Improving young people's safety	38	32	26	37	24	0	42	43
25	Improving young people's achievement	24	24	22	34	34	0	10	25
53	Getting more young people making a positive contribution to society	64	54	48	55	50	0	25	55
22	Improving children's economic circumstances	23	18	24	32	35	0	35	19
46	Improving adult health and well-being	45	42	55	38	39	0	29	51
19	Tackling exclusion and promoting equality	28	19	21	14	4	0	53	21
63	Improving the local economy	68	65	66	58	55	0	44	76
42	Improving environmental sustainability	40	41	41	34	46	0	51	49
2	None of these	1	2	0	0	0	0	0	0
3	Don't know	3	4	4	2	0	0	15	0

Thinking about the things which are important to you which of the following FIVE would you like to see as priorities for local government? [Please tick up to FIVE]

		Government Office of the Region												
		North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	England only
<b>Total</b>	<b>1963</b>	90	209	183	145	166	172	277	266	156	132	165	0	1666
	%	88	204	174	140	152	182	281	286	160	113	183	0	1667
	Unweighted Sample													
	%													
<b>39</b>	Creating stronger communities	32	37	38	39	41	41	44	36	32	42	36	0	39
<b>81</b>	Creating safer communities	86	89	71	89	83	84	81	80	73	77	80	0	82
<b>23</b>	Improving young people's health	20	20	22	24	19	27	25	23	16	19	37	0	22
<b>35</b>	Improving young people's safety	37	41	34	33	34	35	40	36	28	30	29	0	36
<b>25</b>	Improving young people's achievement	22	26	26	22	30	27	25	26	22	22	26	0	25
<b>53</b>	Getting more young people making a positive contribution to society	59	58	52	58	56	50	52	52	56	46	50	0	54
<b>22</b>	Improving children's economic circumstances	24	20	18	21	23	23	21	21	19	31	25	0	21
<b>46</b>	Improving adult health and well-being	40	47	45	45	43	45	44	50	44	47	50	0	45
<b>19</b>	Tackling exclusion and promoting equality	27	13	22	21	17	19	17	20	25	16	18	0	20
<b>63</b>	Improving the local economy	65	63	63	70	64	60	53	63	68	68	63	0	62
<b>42</b>	Improving environmental sustainability	41	41	42	45	48	47	40	44	49	28	40	0	44
<b>2</b>	None of these	1	2	3	1	2	0	0	1	3	5	0	0	1
<b>3</b>	Don't know	3	2	3	1	1	3	3	3	3	4	4	0	3

Thinking about the things which are important to you which of the following FIVE would you like to see as priorities for local government? [Please tick up to FIVE]