

Place over politics

What polling tells us about devolution

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#Mayors2024

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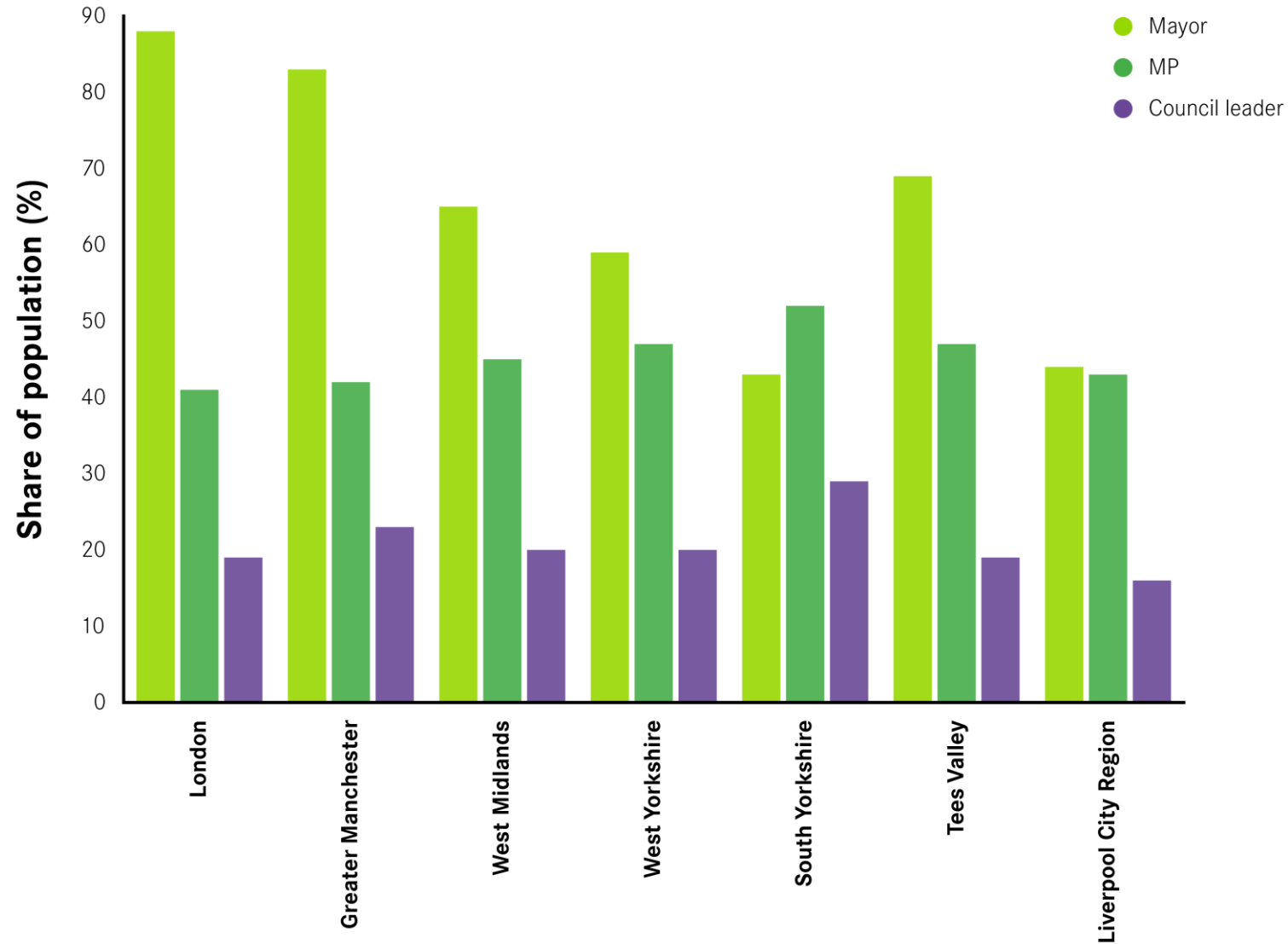




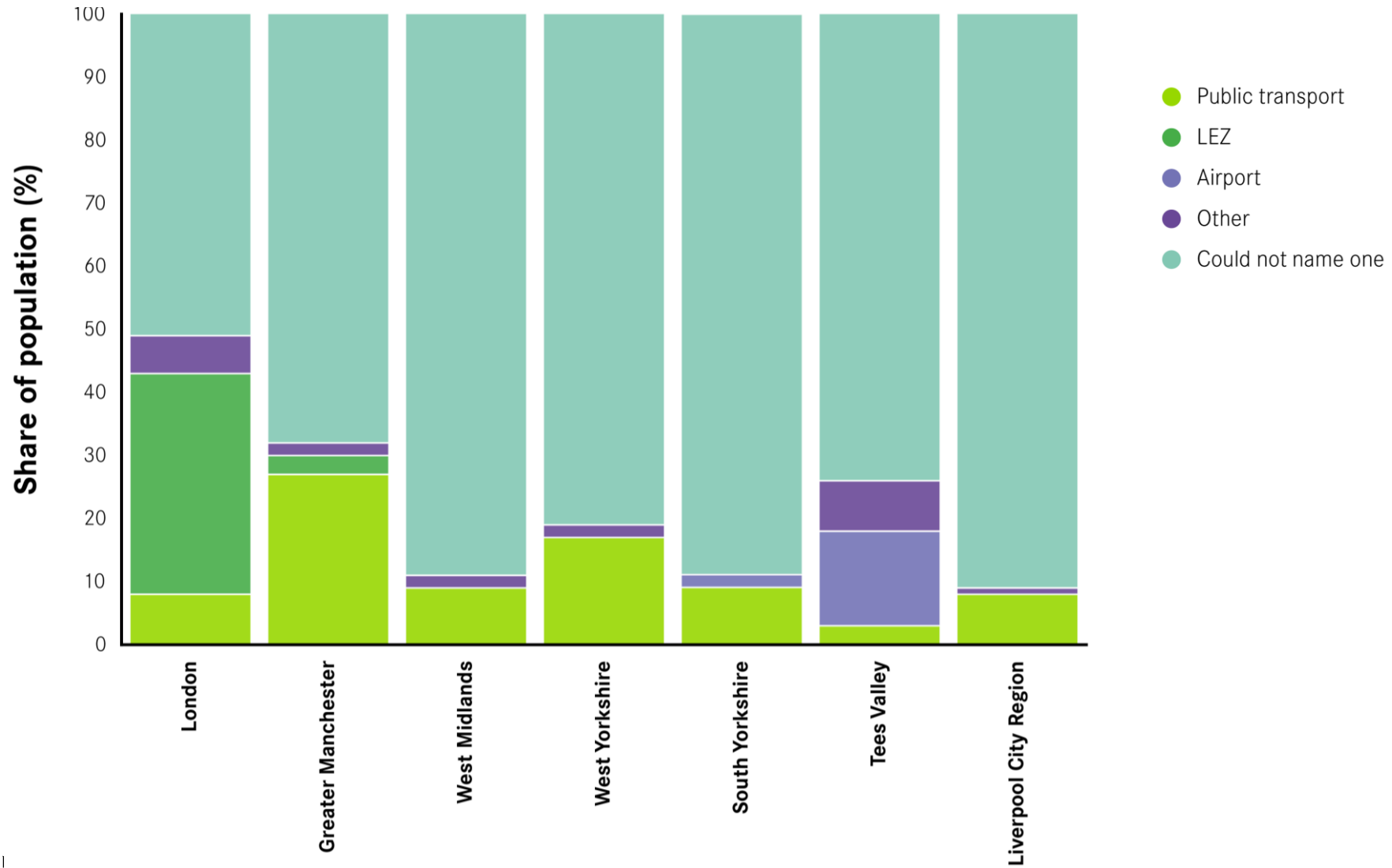
What we did

- Polling of 3,455 people over 18 years old across 9 areas
 - London - 628
 - Greater Manchester - 501
 - West Midlands - 452
 - West Yorkshire - 412
 - Liverpool City Region - 287
 - South Yorkshire - 255
 - Tees Valley - 155
 - North-East - 390
 - East Midlands 365
- Survey in the field from 26 February 2024 to 15 March 2024

Mayors are better known than other local politicians

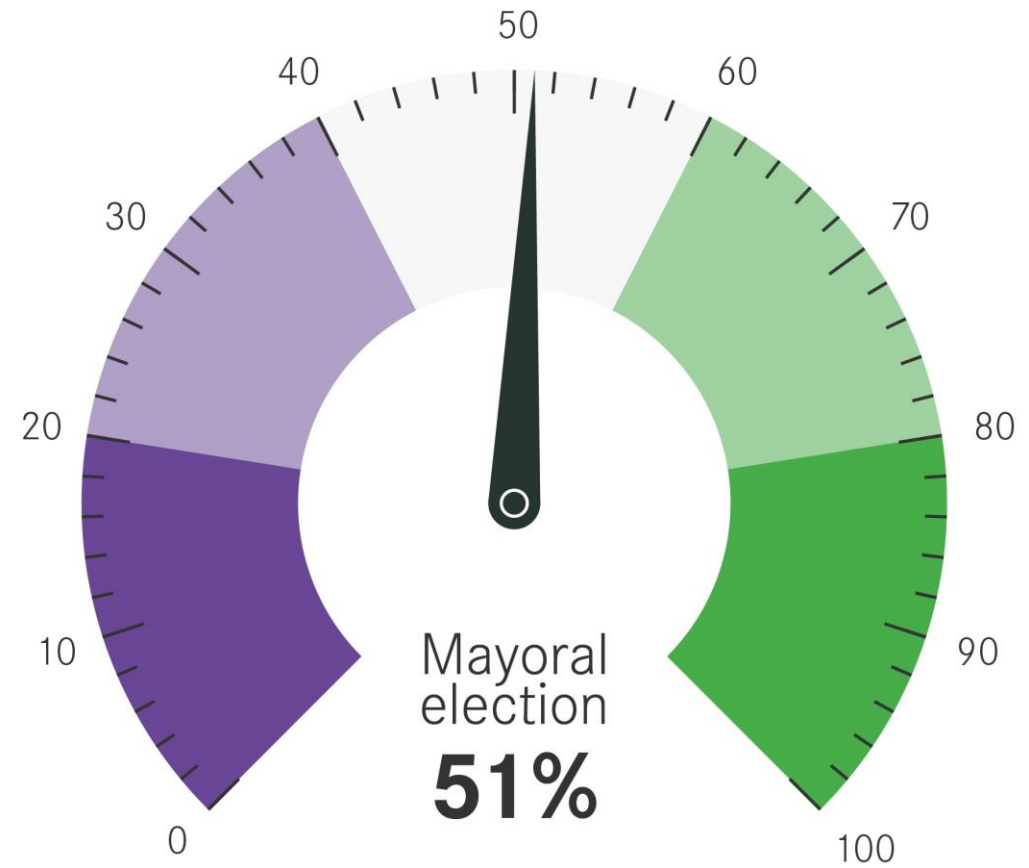
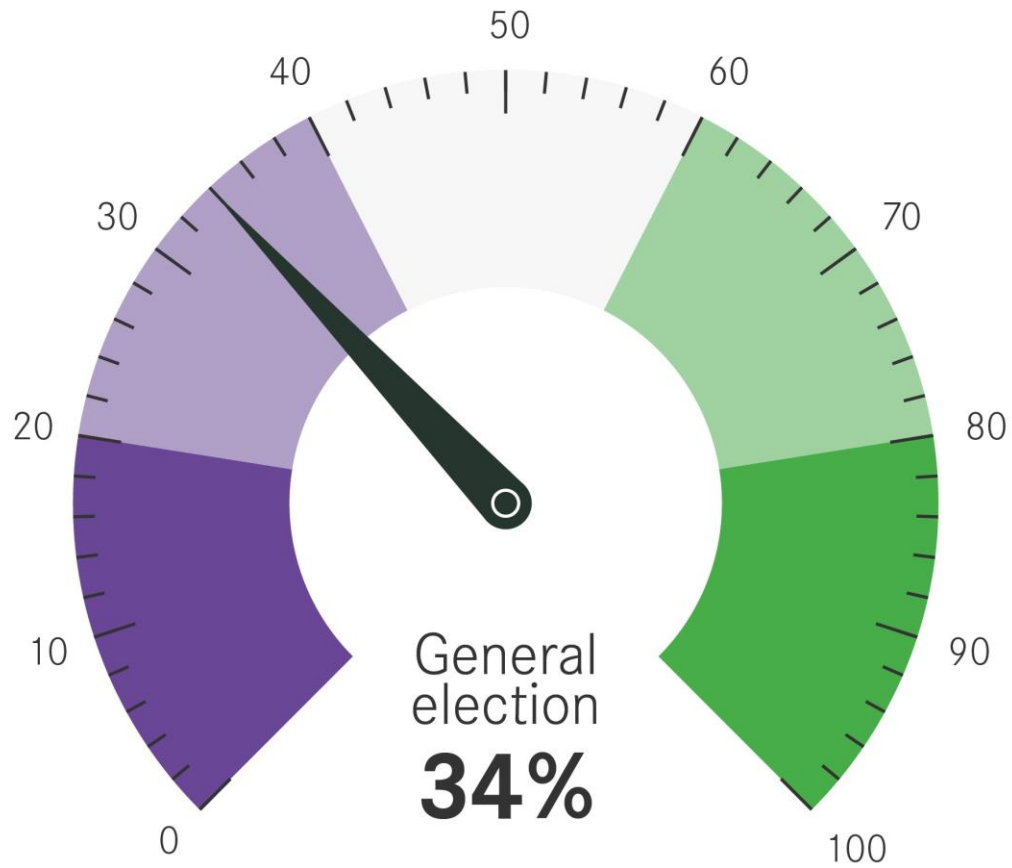


Transport policies have most cut through



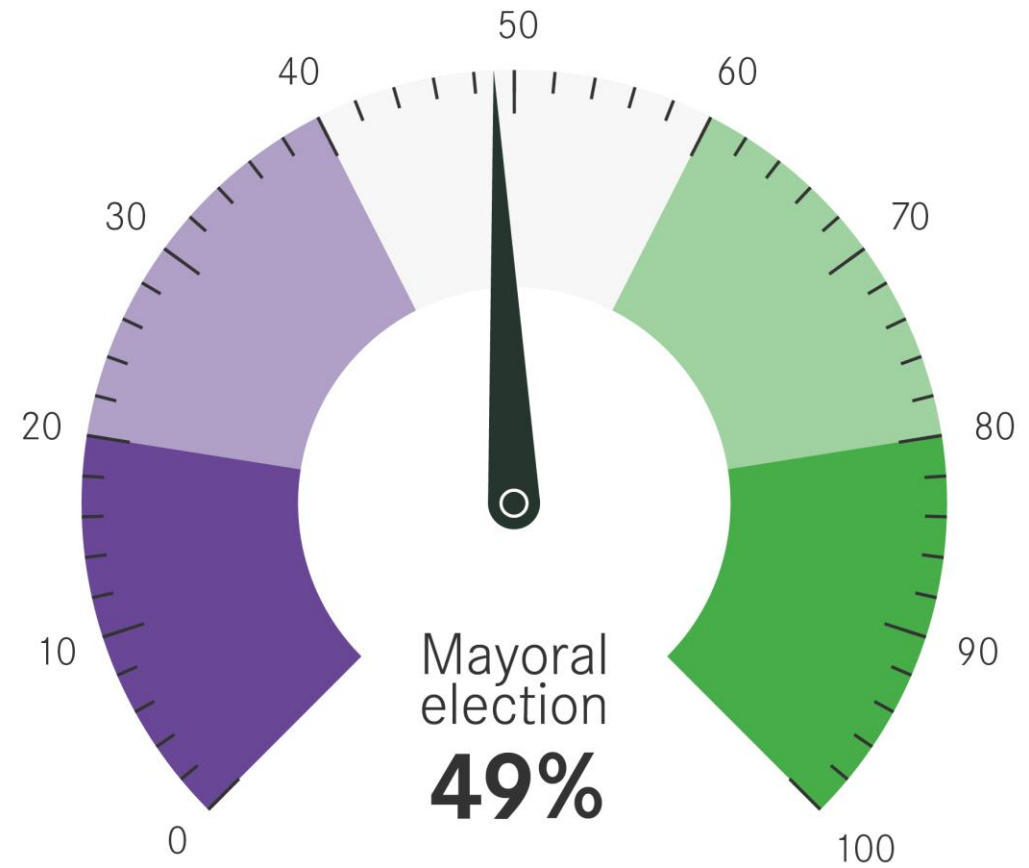
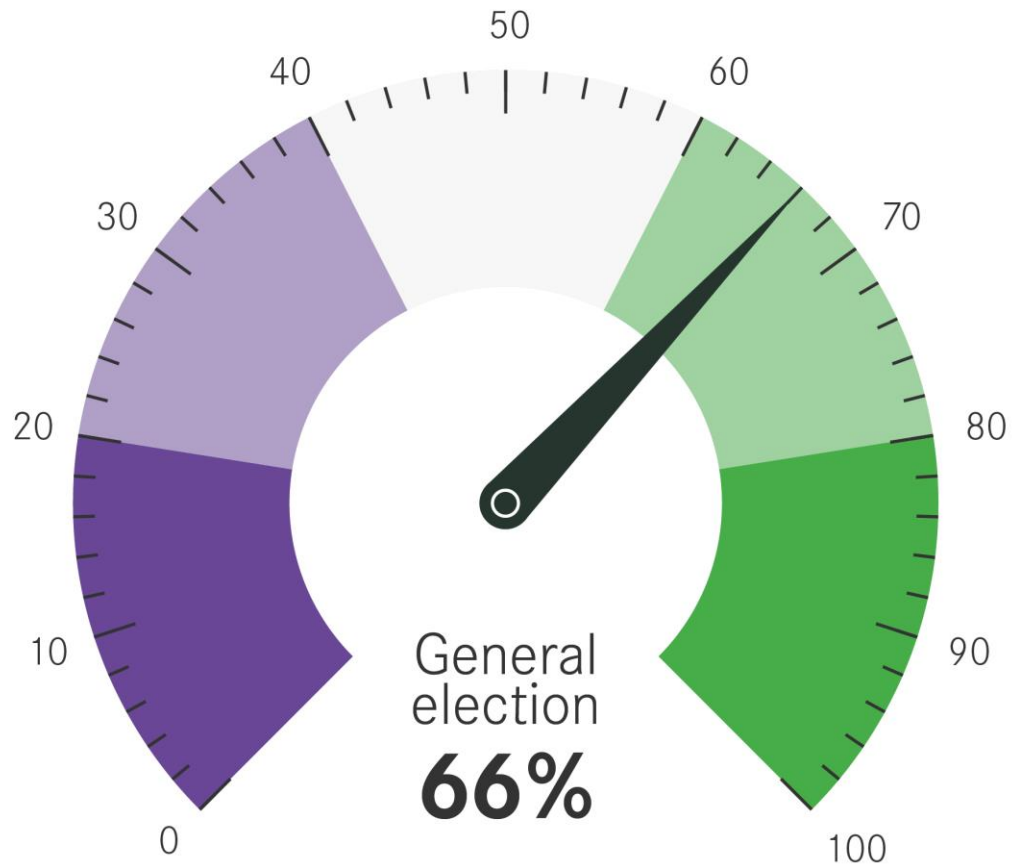
Candidate quality > the colour of the rosette

Candidate

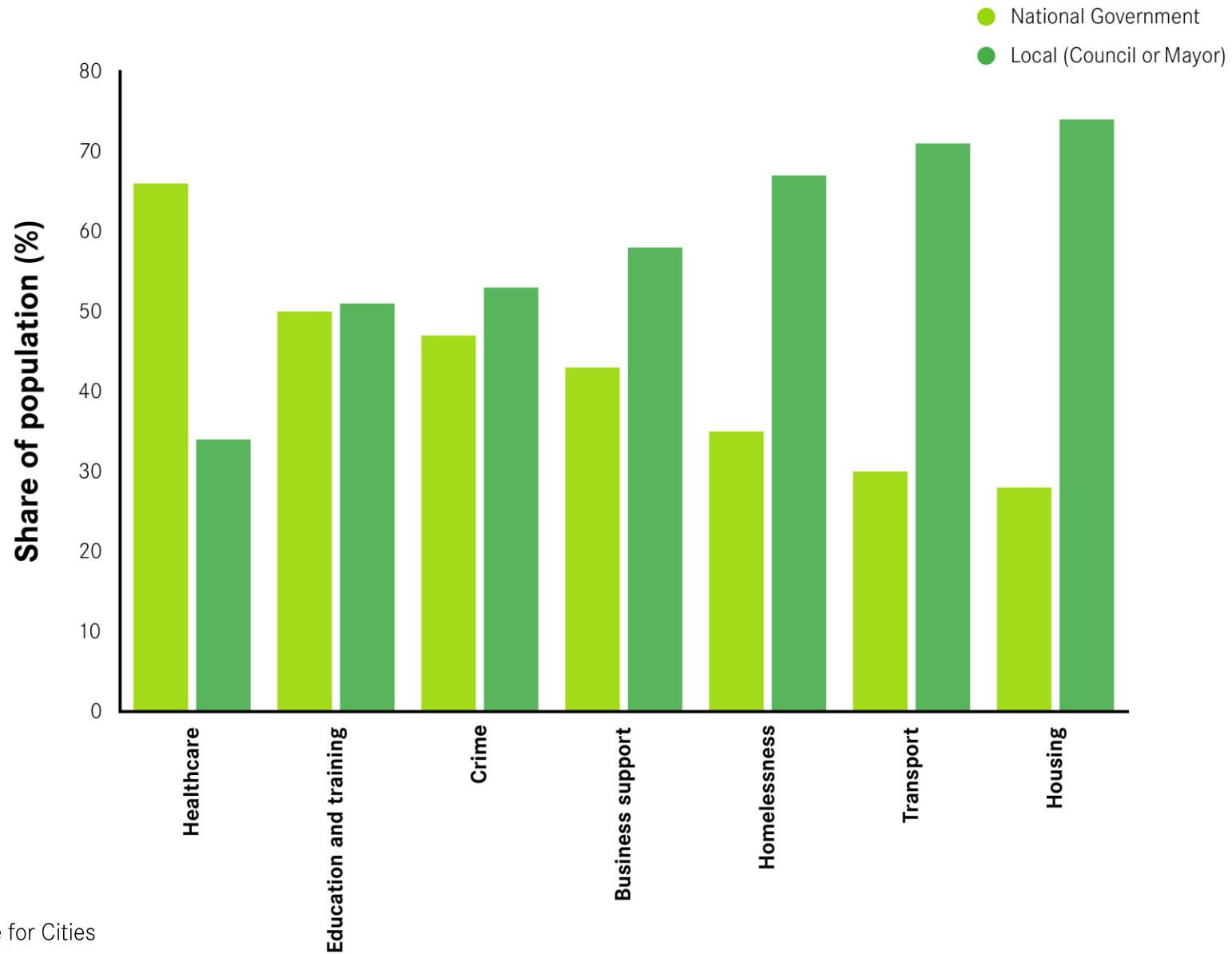


Candidate quality > the colour of the rosette

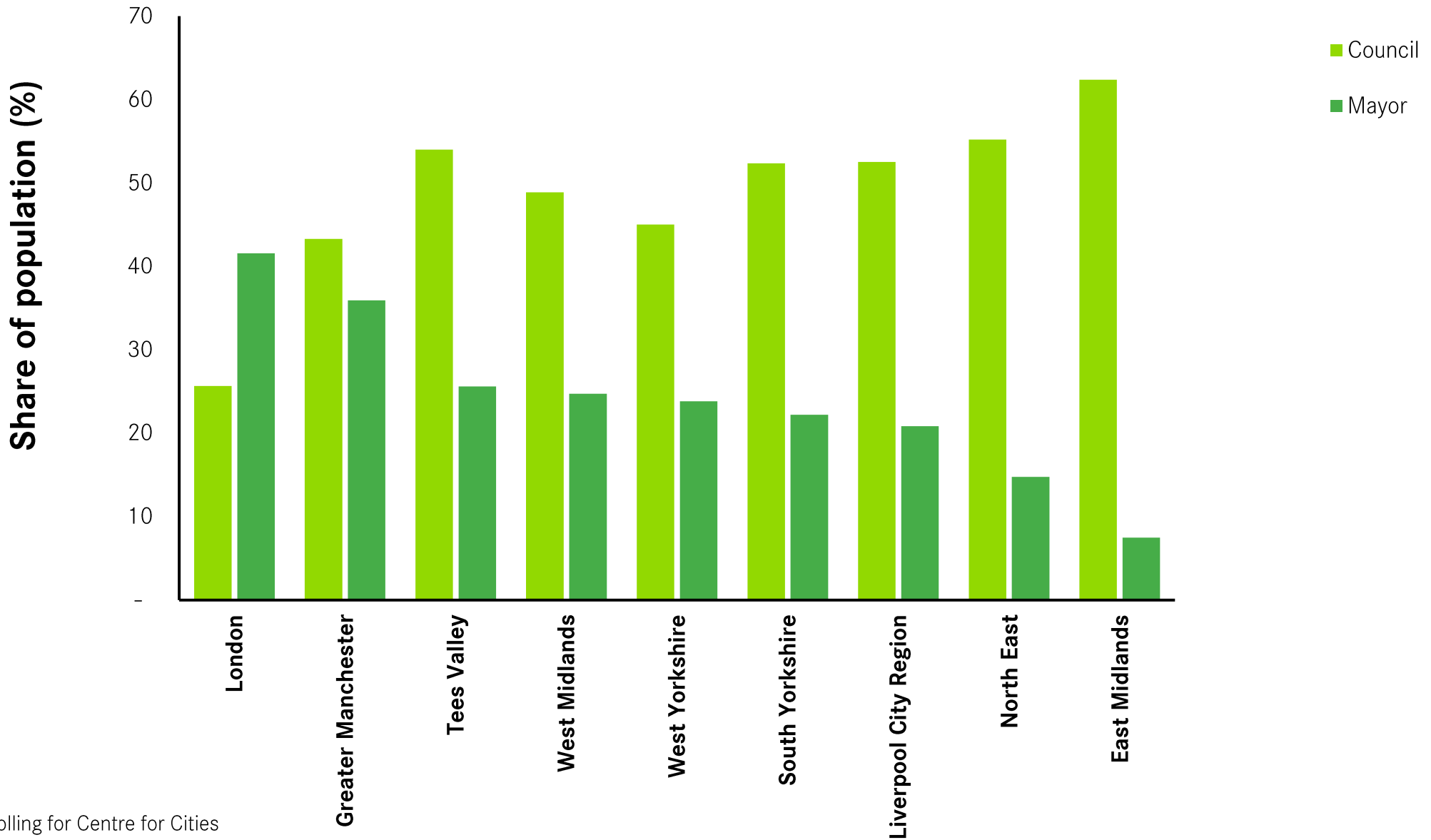
Political party



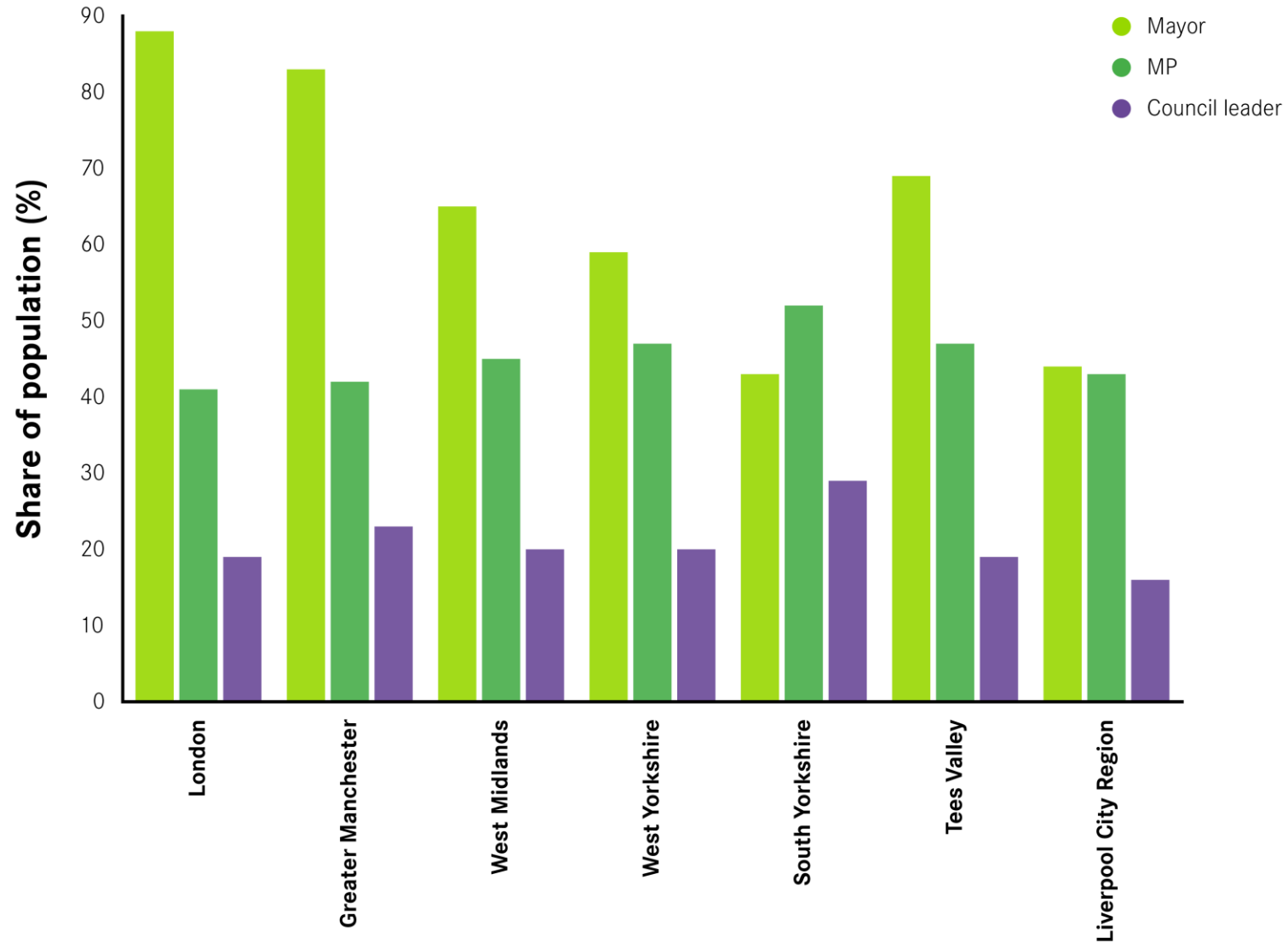
People want policies local



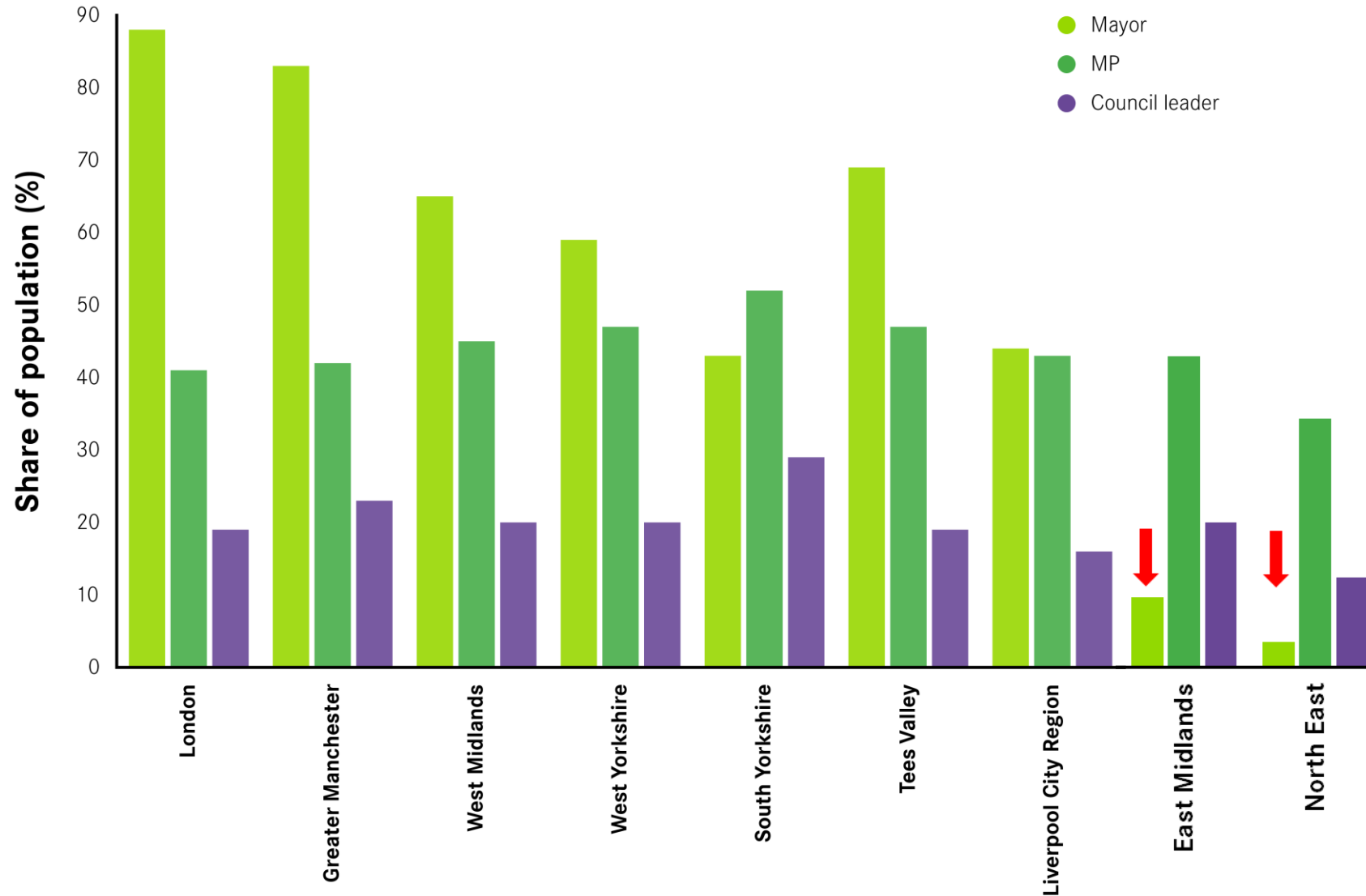
But it's less clear that this means mayors



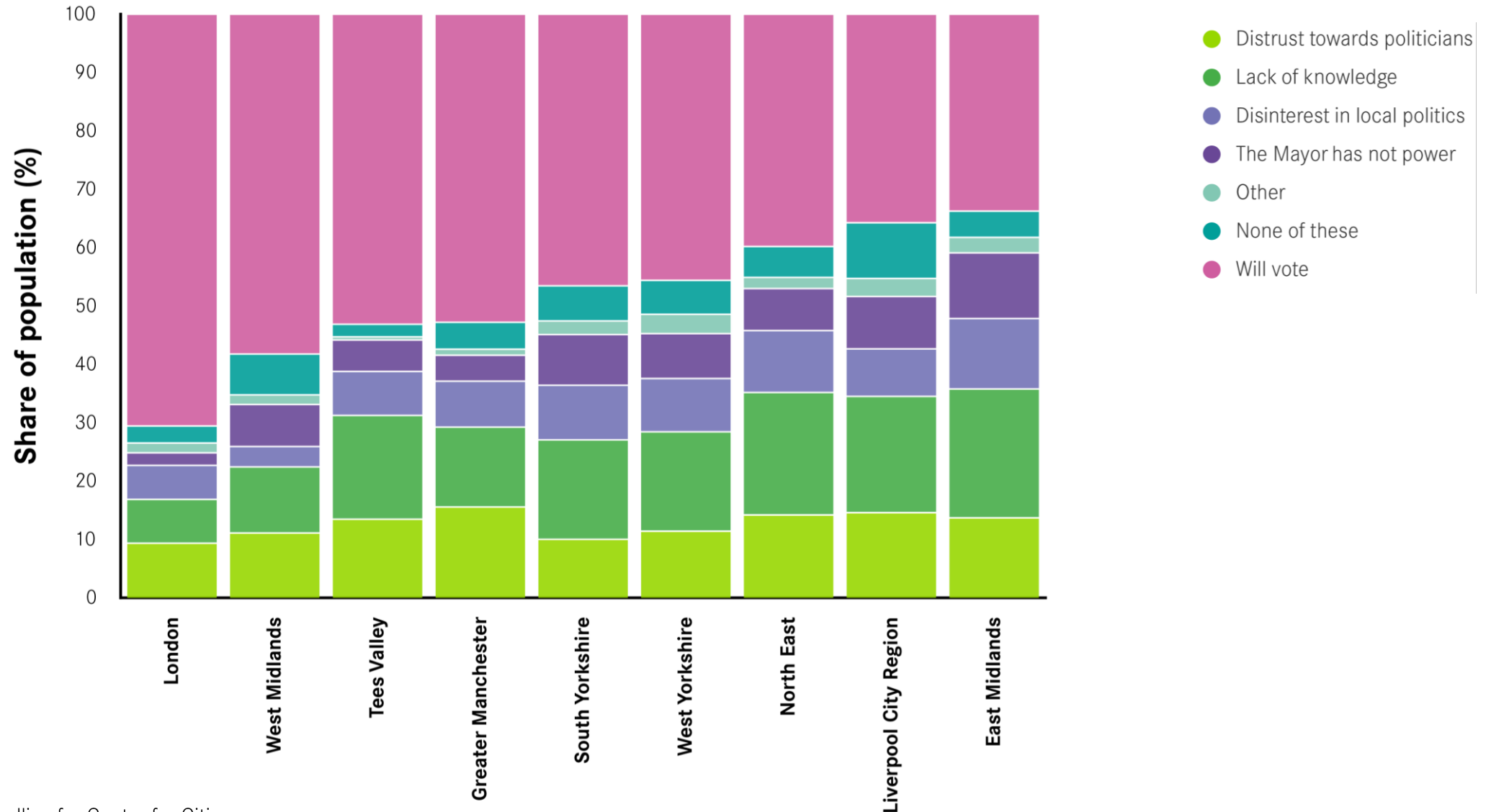
Awareness is low in new mayoralities



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And a campaign is needed to increase awareness





Conclusions

Progress:

- Mayors have proved to be more visible
- Devolution is shifting local elections away from politics towards place

Work to be done:

- People want policy to be local, but there is a job for mayors to show this means them
- Lack of awareness is a big factor in the new mayoralities



Thank you

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