

Populus research report

Department for Transport
High Speed 2: Line of Route & General Public Polls
January 2013



Methodology

Line of route poll

Populus conducted 2,000 telephone interviews between the 11th and 20th January 2013 with residents along the proposed line of route for High Speed 2 (Phases 1 & 2). Respondents were drawn from a random sample of residents living within 10 miles of the proposed route from London to Birmingham, extending to Manchester and Leeds.

The line of route was divided into seven geographic blocs:

- 4 destination cities: London, Birmingham, Leeds, Manchester
- 3 areas between destination cities: London – Birmingham; Birmingham – Leeds; Birmingham – Manchester.

The number of interviews conducted in each geographic bloc reflects the balance of population living along the line of route.

The sample has been weighted to be demographically representative of the line of route population.

General public poll

Populus interviewed 2,013 members of the general public online between 18th and 20th January 2013. Results have been weighted to be representative of the British adult population.

Segmentation

Populus conducted a segmentation analysis on the results to the line of route poll with the aim of identifying groups of residents who shared similar attitudes.

The analysis identified the strongest correlations between residents' answers to different questions and created attitudinal segments based on these. The segments identified in this study are based on respondents' answers to six questions:

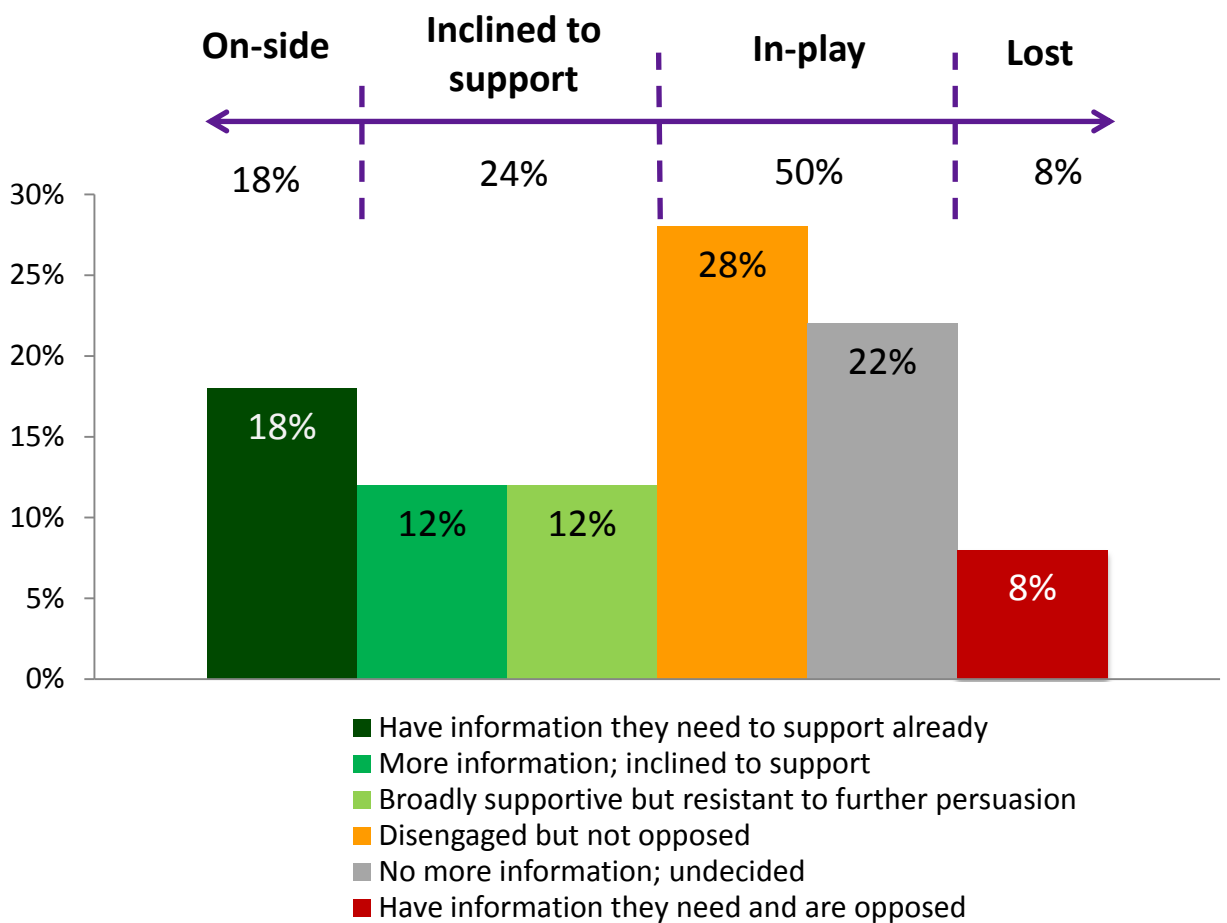
- Q1: awareness of HS2
- Q2: level of information they have and want to receive about HS2
- Q4: support for / opposition to HS2
- Q5: perceived benefits of HS2
- Q6 & 8: agreement with a mix of positive and negative statements and arguments about HS2

The two main predictors of which segment someone fell into were their level of support for HS2 (Q4) and the amount of information they wanted to receive about it (Q2).



The six segments identified by the analysis are below, along with the shortened description that is used in the tables.

Full description	Shortened description
Have information they need to support already	Support already
More information; inclined to support	Inclined to support
Broadly supportive but resistant to further persuasion	Broadly supportive
Disengaged but not opposed	Disengaged
No more information; undecided	Undecided
Have information they need and are opposed	Opposed



Base: Line of route (2,000), broken down into: Support already (366), Inclined to support (207), Broadly supportive (282), Disengaged (492), Undecided (459) & Opposed (194).



Awareness of HS2

- Those living on the High Speed 2 line of route are more aware of both phases of the project than members of the general public. Two-thirds of line of route residents (68%) are aware of Phase 1, rising to 85% of those living in the London–Birmingham geographic bloc, compared with half of the general public (50%).
- Both residents along the line of route and the general public are less aware of the extension of the High Speed Railway to Manchester and Leeds. Awareness of Phase 2 amongst line of route residents drops to 47% and among the general public awareness of this phase is 38%.
- Nearly half of line of route respondents (48%) and two-fifths (43% of the general public say they have no information about HS2 and would prefer not to receive any.
- Residents in Birmingham and along the London-Birmingham route are the most informed about and engaged with HS2. 87% of Birmingham residents and 85% of London-Birmingham residents are aware of the proposals, compared to 68% among the total line of route population. They are also the most likely to say they have all the information they want (43% and 44% respectively, compared to 31% of all line of route residents) and also more likely to recall publicity about HS2 over the last 12 months (approximately 90% of Birmingham and London-Birmingham residents can recall coverage compared to 75% of all line of route residents). Residents in these two blocs are also more likely to recall more negative coverage about the project (52% of London-Birmingham residents recall more negative publicity than positive, compared to 24% along all line of residents).

Opinion of HS2

- Just under half of the general public and residents along the line of route (both 48%) are in favour of High Speed 2. Men are more likely to be in favour: 54% of men along the line of route support the project against 43% of women.
- Residents along the London-Birmingham route are the least positive – just 35% support HS2 and 29% oppose it (compared to only 13% of all line of route who oppose the plans). People in Leeds (57% support) and on the Birmingham – Manchester route (54% support) are the most positive.

Perceived benefits and costs

- Line of route residents are most likely to think that HS2 will benefit the North of England (73%), the Midlands (72%) and London (69%). 64% of line of route residents think that HS2 will benefit Britain's economy, while 54% of the general public think this will be the case.



- A third of people living along the line of route (33%) believe that HS2 will benefit them personally, and half (50%) of all BMEs think this. Nonetheless, the majority living along the HS2 route believe that neither they personally (59%) nor their local area (52%) will be affected by it. However, 62% of those in Leeds and 56% of people in Manchester believe that it will benefit their local area.
- Older line of route residents also believe they will be less impacted: two thirds of 55-64 year olds (66%) and three-quarters of those aged 65 or above (75%) believe HS2 will make no difference to them personally.

Agreement with specific arguments in favour and against HS2

- Both residents along the line of route and the general public believe that HS2 will create jobs and growth directly through its construction and operation (87% of line of route residents and 75% of the public). 72% of line of route residents and 57% of the general public also believe that HS2 will contribute to economic growth indirectly.
- 69% of line of route residents agree that HS2 will help boost the economy outside of London, with 58% of the general public agreeing this will be the case. Only a quarter of line of route respondents (25%) and the general public (27%) believe that London is the only part of Britain that will truly benefit from the introduction of the High Speed Railway.
- Though three-quarters (75%) of line of route residents think that large-scale British infrastructure projects always take longer than planned and cost more than originally budgeted, 77% agree that the government should spend money on national infrastructure, even in times of economic difficulty, in order to plan for the future (60% of the general public agrees this should be the case).
- To many, a new railway line seems necessary: six in ten of the general public (61%) agree that our railways are now overcrowded to the point that a new line should be built, rising to 68% of residents on the line of route and 76% of residents on the line of route who take the train to work (76%).
- Only a minority of line of route residents and the general public agree that HS2 will destroy the countryside (43% and 39% respectively). However, this rises to more than half (56%) of those living in the London to Birmingham geographic bloc.

Vision and Mission

- Line of route residents are more likely to agree with the vision and believe that it is realistic. 70% agree that it is important that Britain updates its railways in order that they are high speed and encourage a competitive network across the UK and think that HS2 will achieve this (compared to 59% of the general public).



- 70% of line of route residents also agree that HS2 should be something we can be proud of and that if it is built it will be (compared to 57% of the general public). 76% agree that it is important and realistic that HS2 will focus as much as possible on how it can help boost the economy by creating jobs and growth (compared to 55% of the public).

Message Testing

- Three-quarters of the general public (74%) and line of route residents (76%) say they are more likely to support High Speed 2 having been told that it would create 100,000 jobs directly and support many more indirectly.
- Two-thirds (66%) of those living on or near the proposed route say that that they are more likely to support High Speed 2 once they learn that it would cut the time it takes to travel between London and Manchester and Leeds and between Birmingham and Manchester and Leeds in half, although this reduces slightly to 59% among the general public.
- Two thirds of the general public (68%) and three-fifths of line of route residents (62%) are more likely to support HS2 once told that it will generate £2 for the economy for every £1 spent on its construction. Similarly, 65% of line of route residents and 64% of the general public are more likely to support the project when told that it will provide a boost to the Midlands and North to ensure the economy is not too focused on the South East.
- Arguments about speed and the support of British business leaders have less of an impact on opinions. Just over half of those living on the HS2 route (53%) are more likely to support High Speed 2 once they are told that its trains will be able to travel as fast as 225 miles per hour, making it faster than the French TGV and Japanese “Bullet Train”, and 54% are more likely to support the project once they have been told that British business leaders are backing the development to bolster Britain’s position on the world stage (54%).



Respondent Profiles

Location on the Route

London	31%
Birmingham	8%
Manchester	9%
Leeds	8%
London - Birmingham	13%
Birmingham - Manchester	15%
Birmingham - Leeds	17%

Primary Mode of Travel to Work

	Line of Route Residents (Base: 1150)	General Public (Base: 1022)
Car	59%	59%
Train	9%	5%
Bus	9%	14%
Walk	9%	11%
Underground	6%	3%
Cycle	3%	3%
Tram	1%	<1%
Motorbike	<1%	1%
Other	4%	2%

Age

	Line of Route Residents	General Public
18 - 24	13%	12%
25 - 34	20%	16%
35 - 44	19%	19%
45 - 54	16%	17%
55 - 64	15%	15%
65+	18%	21%

Social Grade

	Line of Route Residents	General Public
AB	25%	27%
C1	28%	29%
C2	20%	21%
DE	22%	23%



Summary tables

Awareness

Q.1. Which, if any, of the following proposed infrastructure projects are you aware of? [All respondents]

	Line of Route Total	Location on Route						
		London	B'ham	Man- chester	Leeds	London- B'ham	B'ham- Manchr	B'ham- Leeds
Building a High Speed Railway line linking London and Birmingham	68%	63%	87%	50%	60%	85%	70%	63%
Building a High Speed Railway line linking London and Birmingham, extending to Leeds and Manchester	47%	37%	61%	52%	54%	49%	50%	48%
Unaware of either	28%	33%	10%	38%	35%	14%	24%	33%

	Segment					
	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed
Building a High Speed Railway line linking London and Birmingham	80%	67%	96%	43%	65%	92%
Building a High Speed Railway line linking London and Birmingham, extending to Leeds and Manchester	63%	52%	73%	25%	40%	66%
Unaware of either	15%	26%	1%	51%	32%	7%

	General Public			
	Total	Male	Female	Take the Train to Work
Building a High Speed Railway line linking London and Birmingham	50%	60%	41%	60%
Building a High Speed Railway line linking London and Birmingham, extending to Leeds and Manchester	38%	50%	26%	58%
Unaware of either	36%	24%	47%	27%

Those living on the High Speed 2 line of route are more aware of both phases of the project than members of the general public. Two-thirds of line of route residents (68%) are aware of Phase 1, rising to 85% of those living in the London–Birmingham geographic bloc, compared with half of the general public (50%).

Both residents along the line of route and the general public are less aware of the extension of the High Speed Railway to Manchester and Leeds. Awareness of Phase 2 amongst line of route residents drops to 47% and among the general public awareness of this phase is 38%.

Men are more likely to be aware of HS2 than women. While almost half (47%) of women in the general public say they are unaware of either phase 1 or 2, just a quarter (24%) of men say this. White residents along the line of route are also more aware: seven in ten white residents (71%) say they are aware of Phase 1, compared with just over half of the non-white line of route population (56%). Residents in Birmingham and on the Birmingham – London route are the most informed about phase 1 (87% and 85% respectively).

Knowledge of phase 2 is more limited. Londoners are the least aware of the extension (37% aware), while still only half of those living in the Birmingham-Leeds (48%) and Birmingham-Manchester (50%) geographic blocs are aware of this phase.

The majority (57%) of residents along the line of route who primarily take the train to work are aware of both phases – the only commuter group with a majority who are aware (Car: 47% aware, Bus: 36%, Walk: 38%).



Q.2.a) And how well informed do you feel about the following projects: Building a High Speed Railway line linking London and Birmingham? [All respondents]

	Line of Route Total	Location on Route						
		London	Birmingham	Manchester	Leeds	London-B'ham	B'ham – M'chester	B'ham-Leeds
I have all the information I want	31%	27%	43%	21%	25%	44%	28%	31%
I have some information but would like to know more	13%	15%	15%	6%	10%	18%	14%	10%
I have no information but would like to receive some	8%	10%	7%	12%	7%	8%	8%	6%
I have no information and don't want to receive any	48%	48%	35%	60%	58%	30%	50%	54%

	Segment					
	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed
I have all the information I want	51%	0%	97%	2%	21%	56%
I have some information but would like to know more	18%	49%	1%	2%	10%	18%
I have no information but would like to receive some	6%	47%	0%	3%	4%	3%
I have no information and don't want to receive any	25%	4%	2%	94%	65%	23%

	General Public			
	Total	Male	Female	Take the Train to Work
I have all the information I want	14%	19%	10%	15%
I have some information but would like to know more	23%	29%	17%	43%
I have no information but would like to receive some	19%	18%	21%	16%
I have no information and don't want to receive any	43%	33%	53%	27%

Nearly half of all line of route respondents (48%) say they have no information about HS2 Phase 1 and would prefer not to receive any. This proportion falls to three in ten (30%) of those living in the London-Birmingham geographic bloc.

Those living in the Birmingham bloc have received more information on the plans regarding HS2 phase 1 than those living in the other three cities involved in the wider project: almost three-fifths of Birmingham residents (53%) have at least some information, compared to 42% of Londoners , 35% of Leeds residents and 27% of Manchester residents.

Unsurprisingly, segments of residents who have already made up their mind about HS2 are the most satisfied with the amount of information they already have: 97% of those that are already broadly supportive say they have all the information they need regarding Phase 1. However, 94% of those who are disengaged but not opposed are uninterested in receiving any information regarding Phase 1.

Q.2.b) And how well informed do you feel about the following projects: Building a High Speed Railway line linking London and Birmingham, extending to Leeds and Manchester? [All respondents]

	Line of Route Total	Location on Route						
		London	Birmingham	Manchester	Leeds	London-B'ham	B'ham - Manchester	B'ham - Leeds
I have all the information I want	23%	19%	35%	20%	23%	29%	21%	24%
I have some information but would like to know more	10%	11%	12%	8%	10%	11%	11%	9%
I have no information but would like to receive some	12%	14%	8%	19%	14%	7%	13%	10%
I have no information and don't want to receive any	54%	56%	45%	52%	53%	53%	55%	57%

	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed
I have all the information I want	40%	<1%	79%	1%	13%	40%
I have some information but would like to know more	16%	38%	3%	<1%	6%	14%
I have no information but would like to receive some	12%	61%	4%	2%	7%	7%
I have no information and don't want to receive any	31%	1%	14%	96%	74%	39%

	General Public			
	Total	Male	Female	Take the Train to Work
I have all the information I want	10%	14%	7%	9%
I have some information but would like to know more	18%	24%	11%	37%
I have no information but would like to receive some	28%	27%	29%	26%
I have no information and don't want to receive any	44%	35%	53%	29%

Those living on the line of route are more likely to have all the information they want about the plans to extend High Speed 2 to Manchester and Leeds than the general public (23% against 10%, rising to rising to 35% of those who live in the Birmingham bloc).

However, the majority of respondents along the line of route (54%) say they have no information about the planned extension and that they do not wish to receive any.



Q.3. Thinking about what you have seen or heard about High Speed 2 in the last 12 months, would you say you have...? [All respondents]

	Line of Route Total	Location on Route						
		London	Birmingham	Manchester	Leeds	London-B'ham	B'ham - Manchester	B'ham - Leeds
Seen/heard more positive things about HS2 than negative	13%	11%	16%	18%	11%	7%	17%	14%
Seen/heard about the same amount of positive and negative things	38%	35%	39%	42%	43%	30%	41%	42%
Seen/heard more negative things than positive	24%	25%	36%	11%	15%	52%	16%	15%
Have not seen/heard any publicity about High Speed 2 in the last 12 months	25%	29%	9%	29%	31%	12%	26%	30%

	Segment						
	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed	
Seen/heard more positive things about HS2 than negative	29%	13%	17%	12%	3%	2%	
Seen/heard about the same amount of positive and negative things	40%	45%	54%	32%	36%	25%	
Seen/heard more negative things than positive	19%	24%	25%	12%	28%	66%	
Have not seen/heard any publicity about High Speed 2 in the last 12 months	12%	18%	5%	44%	32%	6%	

	General Public			
	Total	Male	Female	Take the Train to Work
Seen/heard more positive things about HS2 than negative	12%	16%	8%	18%
Seen/heard about the same amount of positive and negative things	23%	26%	21%	21%
Seen/heard more negative things than positive	20%	25%	15%	29%
Have not seen/heard any publicity about High Speed 2 in the last 12 months	45%	32%	56%	32%

Nearly half of the general public (45%) have not seen or heard any publicity about HS2 in the past year, compared to a quarter (25%) of line of route residents.

Almost two in five of those who live along the line of route (38%) say they have seen roughly equal amounts of positive and negative publicity, while 24% say they have seen and heard more negative things than positive. Only 13% say they have seen or heard more positive things than negative about the project.

Those living in the London-Birmingham geographic bloc are more likely to have seen or heard reports regarding High Speed 2, and much more likely to have seen more negative publicity. Only 12% have not seen any publicity and more than half (52%) say they have seen or heard more negative reports on HS2 than they have positive reports. 36% of Birmingham residents also report seeing more negative than positive coverage.

Many people in segments that are 'in-play' – *Disengaged* and *Undecided* – say they have not seen any publicity about HS2 (44% and 36% respectively). However, more than a quarter (28%) of the *Undecided* segment have seen more negative publicity while only 3% of this group have seen more positive coverage than negative.



Favourability

Q.4. High Speed 2 is a scheme to build a High Speed Railway line linking London and Birmingham, extending to Leeds and Manchester. Overall, would you say you are in favour, undecided or against? [All respondents]

	Line of Route Total	Location on Route							Take the Train to Work
		London	Birmingham	Manchester	Leeds	London-B'ham	B'ham – M'chr	B'ham - Leeds	
NET: In Favour	48%	49%	46%	47%	57%	35%	54%	49%	56%
Strongly in favour	17%	17%	16%	16%	26%	13%	18%	17%	20%
In favour	31%	32%	30%	31%	31%	22%	37%	32%	36%
Undecided	39%	39%	34%	43%	39%	35%	37%	42%	36%
Against it	5%	5%	8%	6%	2%	10%	3%	4%	2%
Strongly against it	8%	7%	12%	4%	3%	20%	6%	5%	5%
NET: Against	13%	12%	20%	10%	4%	29%	9%	9%	7%

	Segment					
	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed
NET: In Favour	91%	64%	59%	52%	12%	0%
Strongly in favour	56%	24%	12%	10%	1%	0%
In favour	35%	40%	47%	42%	11%	0%
Undecided	9%	36%	38%	47%	63%	14%
Against it	0%	<1%	2%	1%	16%	17%
Strongly against it	<1%	<1%	1%	0%	9%	69%
NET: Against	<1%	<1%	3%	1%	25%	86%

	General Public			
	Total	Male	Female	Take the Train to Work
NET: In Favour	48%	56%	41%	59%
Strongly in favour	13%	19%	8%	24%
In favour	35%	38%	33%	35%
Undecided	42%	32%	52%	33%
Against it	5%	7%	4%	2%
Strongly against it	4%	5%	4%	7%
NET: Against	9%	12%	7%	9%

Just under half of those living along the High Speed 2 line of route (48%) are in favour of the High Speed 2 Railway project. 48% of the general public also support the project. Support is higher among line of route residents who take the train to work, with 56% of these in favour.

Men are more likely to be in favour of HS2 than women: 54% of line of route residents support the project against 43% of female residents, and 56% of men in the general public support it compared to 41% of women.

Leeds residents are especially positive about the High Speed Railway: 57% are in favour and only 4% are against it. Amongst HS2 line of route residents, 54% of those belonging to the social grade 'AB' are in favour, compared with 44% of those in social grades 'C2' and 'DE'.



Q.5. If there was a High Speed Railway line linking London, Birmingham, Leeds and Manchester, do you think it would make a positive or negative difference to each of the following? [All respondents] [% saying HS2 will have a positive impact]

	Line of Route Total	General Public Total	Line of Route and Take Train to Work
The Midlands	72%	72%	83%
The North of England	72%	66%	85%
London	68%	66%	80%
The British Economy	64%	54%	70%
Your local area	37%	21%	31%
You personally	33%	19%	56%

	Segment					
	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed
The Midlands	98%	86%	95%	82%	44%	9%
The British Economy	98%	79%	79%	77%	25%	4%
The North of England	97%	86%	92%	82%	46%	10%
London	91%	82%	81%	78%	44%	12%
You personally	71%	55%	29%	33%	6%	<1%
Your local area	71%	52%	42%	39%	11%	1%

Half of the general public (54%) feel that the HS2 will have a positive effect on the nation's economy, rising to nearly two-thirds of those living on the line of route (64%).

Nearly three-quarters living along the line of route believe that the project will make a very positive difference to the North of England and the Midlands (both 72%) and more than two-thirds (69%) believe London would benefit.

One third (33%) of those living along the line of route believe that HS2 will benefit them personally, along with one fifth of the general public (19%) who think this. Nonetheless, the majority of line of route residents actually believe that they personally will not be impacted by the High Speed railway (59%) and neither will their local area (52%).

Older residents on the line of route are more likely to believe they will not be affected: only 24% of 55-64 year olds and 14% of those aged 65 or above believe HS2 will make a difference to them personally, compared to 39% of 25-34 year olds and 57% of 18-24 year olds.



The majority (56%) of those living on the line of route who take the train to work believe that the new railway will have a positive impact on them personally, with one-fifth (18%) believing it will make a 'very positive difference'. Half of all non-white residents along the line of route (50%) believe HS2 will benefit them personally compared to less than a third (29%) of white residents.

Nearly two-thirds (62%) of Leeds residents believe that the High Speed Railway will result in a positive difference for their local area and 56% of Manchester residents believe this will be the case.

In contrast, those living in the London-Birmingham geographic bloc are more negative about all aspects of High Speed 2's influence on Britain. Only one quarter (26%) believe that the project will impact positively on their local area, compared with an average of two-fifths (37%) across the line of route.

All of the segments who feel at least neutral towards HS2 believe it will benefit the country at large. Even the Disengaged, who generally perceive that the HS2 will have a limited impact on their own lives and local areas, are positive about the effect it will have on London (78%), the Midlands (82%), the North (82%) and the nation's economy (77%).



The Economy

Q.6. How much do you agree or disagree with each of the following statements? [All respondents] [% who agree]

	Line of Route	General Public Total	Line of Route and Take Train to Work
It would create jobs and growth directly through its construction and operation	87%	75%	91%
It's right that we spend money on national infrastructure, even in tough economic conditions, as the country still has to plan for the future	77%	60%	81%
Large-scale infrastructure projects in Britain always go over time and over-budget	75%	71%	74%
It would generate jobs and growth indirectly by bringing Britain closer together	72%	57%	77%
It would help boost the economy in cities and regions outside of London	69%	58%	78%
Our railways are nearly full to bursting now, so we need a new line to connect our major cities together	68%	61%	76%
It is only really business travellers, not ordinary people, who would benefit from High Speed 2	45%	46%	36%
Britain can't afford to invest in a High Speed Railway line at this time	44%	41%	50%
High Speed 2 would destroy the countryside	43%	39%	33%
It is only really London that would benefit from High Speed 2	25%	27%	20%



	Segment					
	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed
It would generate jobs and growth indirectly by bringing Britain closer together	99%	87%	84%	85%	41%	11%
It would create jobs and growth directly through its construction and operation	98%	96%	96%	95%	71%	48%
It would help boost the economy in cities and regions outside of London	98%	81%	86%	80%	41%	6%
It's right that we spend money on national infrastructure, even in tough economic conditions, as the country still has to plan for the future	97%	92%	89%	81%	52%	45%
Our railways are nearly full to bursting now, so we need a new line to connect our major cities together	95%	71%	79%	79%	43%	19%
Large-scale infrastructure projects in Britain always go over time and over-budget	70%	74%	69%	75%	77%	87%
It is only really business travellers, not ordinary people, who would benefit from High Speed 2	19%	31%	41%	42%	69%	75%
High Speed 2 would destroy the countryside	17%	31%	42%	36%	62%	90%
Britain can't afford to invest in a High Speed Railway line at this time	14%	32%	30%	42%	69%	88%
It is only really London that would benefit from High Speed 2	6%	18%	15%	25%	43%	49%

Both residents along the line of route and the general public believe that HS2 will create jobs and growth directly through its construction and operation (87% of line of route residents and 75% of the public). 72% of line of route residents and 57% of the general public also believe that HS2 will contribute to economic growth indirectly.

69% of line of route residents agree that HS2 will help boost the economy outside of London, with 58% of the general public agreeing this will be the case. Only a quarter of line of route respondents (25%) and the general public (27%) believe that London is the only part of Britain that will truly benefit from the introduction of the High Speed Railway.



Though three-quarters (75%) of line of route residents think that large-scale British infrastructure projects always take longer than planned and cost more than originally budgeted, 77% agree that the government should spend money on national infrastructure, even in times of economic difficulty, in order to plan for the future.

To many, a new railway line seems necessary: six in ten of the general public (61%) agree that our railways are now overcrowded to the point that a new line should be built, rising to 68% of residents on the line of route and 76% of residents on the line of route who take the train to work (76%).

While less than half (44%) of line of route residents believe that Britain cannot afford to invest in a High Speed Railway line at the moment, this increases to nearly three-fifths (58%) of those in social grade 'DE'.

43% of those living along HS2 routes believe that HS2 would destroy the countryside, and 14% strongly believe this statement. Over half (56%) of those living in the London to Birmingham geographic bloc feel HS2 would ruin the countryside and nearly one third (29%) feel strongly about it. Women are also more likely to agree that HS2 would destroy the countryside (47% compared to 38% of men).



Q.6. a) Overall, do you think the costs of building a High Speed Railway line linking London and Birmingham, extending to Leeds and Manchester will be greater than the benefits, the benefits will be greater than the costs, or do you think the costs and benefits will be about the same? [All General Public]

[This questions was asked only of the general public]

	General Public Total	Age						Take Train to Work
		18-24	25-34	35-44	45-54	55-64	65+	
Overall, the benefits will be greater than the costs	34%	32%	40%	39%	34%	26%	33%	54%
The costs and benefits will be about the same	27%	39%	30%	29%	25%	23%	19%	14%
Overall, the costs will be greater than the benefits	39%	29%	30%	32%	40%	51%	48%	31%

Members of the general public are slightly more likely to believe that the cost of building HS2 will outweigh the benefits than vice versa (39% against 34%). Among those who take the train to work, more than half group (54%) believe the benefits of the High Speed 2 project will outweigh the costs. Just over one quarter of Britons (27%) believe that HS2's costs and its resultant benefits will be about the same. Adults under the age of 45 are more likely to feel that the benefits of HS2 will outweigh the costs.



Vision and Mission

Q.7. How much do you agree or disagree with the following statements? And do you think that, if we built HS2, it would achieve that? [All respondents] [% who agree with the statement and think it would be achieved]

	Line of Route Total	General Public Total	London	Birmingham	Manchester	Leeds	London – B'ham	B'ham – M'chr	B'ham - Leeds
It's important that if we do build HS2 that as much focus as possible be given to how this can help boost the economy by creating jobs and growth	76%	55%	78%	69%	76%	79%	68%	80%	76%
It's important that Britain updates its railways in order that they are high speed and create a faster and more competitive network across the UK	70%	59%	71%	66%	70%	74%	60%	78%	70%
It's important that if we do build HS2 it is something we can be proud of	70%	57%	71%	67%	74%	77%	58%	72%	70%

	Segment					
	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed
It's important that if we do build HS2 that as much focus as possible be given to how this can help boost the economy by creating jobs and growth	96%	92%	88%	90%	49%	14%
It's important that Britain updates its railways in order that they are high speed and create a faster and more competitive network across the UK	97%	84%	85%	87%	36%	4%
It's important that if we do build HS2 it is something we can be proud of	95%	90%	80%	81%	39%	11%



Line of route residents are more likely to agree with the vision and believe that it is realistic. 70% agree that it is important that Britain updates its railways in order that they are high speed and encourage a competitive network across the UK and think that HS2 will achieve this. The general public are less convinced: although 78% view a focus on jobs and growth to be important, only 55% both view it to be important *and* think that if HS2 were build it would have this focus.

70% of line of route residents also agree that HS2 should be something we can be proud of and that if it is built it will be (compared to 57% of the general public). 76% agree that it is important and realistic that HS2 will focus as much as possible on how it can help boost the economy by creating jobs and growth (compared to 55% of the public).



Message Testing

Q.8. For each of the following statements, please say whether it makes you more likely to support High Speed 2, less likely to support it, or it makes no difference? [All respondents] [% more likely to support HS2 as a result of each message]

	Location on the route								
	Line of Route Total	General Public Total	London	Birmingham	Manchester	Leeds	London - B'ham	B'ham - M'chr	B'ham - Leeds
High Speed 2 will create 100,000 jobs directly and support many more indirectly	76%	74%	80%	70%	79%	77%	66%	76%	76%
It will cut the time it takes to travel between London and Manchester and Leeds and between Birmingham and Manchester and Leeds in half	66%	59%	69%	58%	66%	73%	55%	70%	65%
High Speed 2 will provide a boost to the Midlands and North and ensure the economy is not too focused around the South East	65%	64%	64%	64%	62%	68%	58%	64%	72%
High Speed 2 will generate £2 for the economy for every £1 spent on its construction	62%	68%	66%	60%	62%	62%	54%	64%	59%
British business leaders are backing High Speed 2 to help boost our international competitiveness	54%	54%	56%	55%	56%	49%	47%	58%	55%
Trains will be able to travel as fast as 225 miles per hour, making it faster than the French TGV and Japanese "Bullet Train"	53%	50%	56%	50%	55%	54%	45%	52%	52%



	Segment					
	Support Already	Inclined to support	Broadly supportive	Disengaged	Undecided	Opposed
It will cut the time it takes to travel between London and Manchester and Leeds and between Birmingham and Manchester and Leeds in half	99%	89%	74%	82%	23%	6%
High Speed 2 will create 100,000 jobs directly and support many more indirectly	99%	96%	81%	89%	49%	20%
High Speed 2 will provide a boost to the Midlands and North and ensure the economy is not too focused around the South East	94%	78%	76%	75%	32%	18%
High Speed 2 will generate £2 for the economy for every £1 spent on its construction	93%	83%	68%	71%	29%	7%
British business leaders are backing High Speed 2 to help boost our international competitiveness	89%	76%	62%	65%	17%	3%
Trains will be able to travel as fast as 225 miles per hour, making it faster than the French TGV and Japanese "Bullet Train"	86%	65%	56%	67%	17%	1%

Nearly three-quarters of the general public (74%) are more likely to support High Speed 2 if it were to create 100,000 jobs directly and support many more indirectly, rising to 76% of those living on the HS2 line of route. One third of line of route respondents (32%) say that this information makes them 'much more likely' to support the project.

Younger people and those living in London, Manchester and Leeds are particularly likely to become more supportive having heard this statement. 93% of those aged 18-24 and 82% of those aged 25-34 say they are more likely to support HS2, along with 80% of Londoners (80%), and 79% of Manchester residents and 77% of Leeds residents.

Two-thirds of those living along lines of route (65%) say they would be more likely to support High Speed 2 in the knowledge that it would provide a boost to the Midlands and North and ensure that the economy is not too focused around the South East. Unsurprisingly, this proportion rises as you move outside the South East. Nearly three-quarters of those living in the Birmingham-Leeds bloc (72%) and 68% of those living in Leeds say this information makes them more likely to support the development.

The general public is more likely to be convinced by general economic benefits to Britain that would result from HS2. Two-thirds (68%) would be more likely to support High Speed 2 once told that it would generate £2 for the economy for every £1 spent on its construction, compared to 62% of line of route residents.



Two-thirds of line of route residents (66%) say they are more likely to support HS2 once they have been told it would cut the time it takes to travel between London and Manchester and Leeds and between Birmingham and Manchester and Leeds in half, with three in ten (27%) saying it would make them 'much more likely' to support.

Leeds residents are particularly likely to say they would be more likely to support the project following this information (73% say this) but travel times is less convincing for people on the London-Birmingham line, only 55% of whom say they would be more likely to support HS2 as a result.

Just over half of those living on or near HS2 routes (53%) would be more likely to support High Speed 2 in the knowledge that its trains would be able to travel as fast as 225 miles per hour, making it faster than the French TGV and Japanese "Bullet Train". In general, men and younger people are more impressed by arguments concerning the technology and engineering of HS2. Seven in ten residents along the line of route aged between 18 and 24 (70%) and six in ten aged between 25 and 34 (61%) say they would be more likely to support the High Speed Railway in light of this information. More than half of women in the general public (51%) say the speed of the trains makes no difference to their opinion of High Speed 2, whereas 56% of men say it makes them more likely to support the project.

