

High Speed Rail Scheme: survey of all adults aged 16+ in Great Britain

Report

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Prepared for:

Department for
Transport



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1 Introduction

1.1 High Speed Rail Scheme background

Demand for travel between major British conurbations is expected to increase significantly over the next twenty to thirty years. In the 2010 Queen's Speech, the Queen announced that the new Government believed that High Speed Rail is best placed to provide significant and sustainable additional capacity to meet that demand, whilst also improving journey times. The Government committed to enabling the construction of a high-speed railway network.¹

The previous Government established High Speed Two Limited (HS2 Ltd) in January 2009 to look at the feasibility of, and business case for, a new high speed rail line between London and the West Midlands; and to consider the case for High Speed Rail services linking London, northern England and Scotland. HS2 Ltd delivered a report to Ministers at the end of 2009 which was published in March 2010.²

On 28 February 2011 the Secretary of State for Transport launched the consultation on the Government's proposed High Speed Rail Strategy and the recommended route for an initial high speed line from London to the West Midlands.³

1.2 Research objectives and method

Prior to the launch of the Government's High Speed Rail consultation, the Department for Transport commissioned TNS-BMRB to conduct research to test the 'temperature of the country' on this issue. Specifically, the research aimed to measure:

- Knowledge of the proposed High Speed Rail Scheme;
- Understanding of the potential impacts of the proposed High Speed Rail Scheme – both on the country as a whole and at a personal level; and
- Attitudes towards the proposed High Speed Rail Scheme.

¹ <http://www.number10.gov.uk/queens-speech/2010/05/queens-speech-high-speed-rail-50594>

² <http://www.hs2.org.uk/>

³ <http://highspeedrail.dft.gov.uk/>

The TNS Omnibus Survey was used to interview 2,037 GB adults aged 16 and over between 9 and 13 February 2011. The Omnibus Survey is a survey that is run each week by TNS, with different clients placing questions onto a common questionnaire, and sharing the costs of fieldwork and analysis. All results are confidential to the individual client. Interviews were conducted in-home using Computer Assisted Personal Interviewing (CAPI) by fully trained members of the TNS fieldforce, working under supervision. The sample was drawn by means of Random Location sampling (see appendices for further details).

Data were weighted to be representative of the population. Only weighted data are shown in this report.

1.3 **Arrangement of this report**

Following this introduction is a management summary of the findings. The main body of the report provides a detailed commentary, illustrated by summary tables and charts. Appendices contain details of the sampling method, weighting, the sample profile and the questionnaires.

Data have been supplied in separate volumes. In charts and tables '-' denotes 0 and '#/' denotes a proportion of less than half of one per cent, but more than 0.

2 Management summary and recommendations

2.1 Introduction

- The Department for Transport commissioned TNS-BMRB to conduct research to test the 'temperature of the country' prior to the launch of the Government's High Speed Rail consultation.
- Fieldwork ran from 9 to 13 February 2011. Interviews were conducted using the TNS Omnibus survey.
- In total 2,037 interviews were conducted with those aged 16+ in Great Britain.

2.2 Awareness of the Proposed High Speed Rail Scheme

- Roughly half of British adults (53%) were aware of the proposed High Speed Rail Scheme. Awareness was above average amongst men, older people and those in higher social grades. By region, people in the West Midlands were the most likely to be aware of the scheme and people in Greater London were the least likely.
- Most respondents felt they knew relatively little about the Scheme: one in ten (11%) said they knew a fair amount or a great deal about it, whereas four in ten (42%) said they knew a little or not very much at all. The remainder (47%) knew nothing about the Scheme.
- The most common source of information about the proposed High Speed Rail Scheme was television, cited by four in ten respondents (41%). The next most common source was newspapers (15%), followed by radio (6%), the internet (4%) and friends and family (4%).

2.3 Attitudes towards the Proposed High Speed Rail Scheme

- Half of all British adults (47%) were in favour of the proposed High Speed Rail Scheme, with one in ten (12%) coming out strongly in favour. A smaller proportion (9%) were against the Scheme. The remaining 44 per cent of adults were split evenly between those who were neither in favour nor against the Scheme, and those who were undecided or needed to know more before they could make a judgement.

- The more people knew about the Scheme, the more likely they were to have decided either in favour of it or against it. Among the groups with the highest awareness of the Scheme, men and those in higher social grades were more likely than average to be in favour of the Scheme, whereas older people and people living in the West Midlands were more likely than average to be against the Scheme.
- The majority of adults (56%) agreed that the High Speed Rail would be better for the environment as it would mean fewer people fly or use their cars to travel across the UK. Nearly two in ten (17%) adults disagreed with this statement. Respondents were less certain of their view on the proposition that 'High Speed Rail would not save any carbon', with one in three (33%) neither agreeing nor disagreeing and 16 per cent undecided. The remaining half of respondents were fairly evenly split between those who agreed that High Speed Rail would not save any carbon (29%) and those who disagreed (23%). Respondents were also fairly evenly split between those who agreed (38%) and those who disagreed (34%) with the statement that 'High Speed Rail would destroy the countryside'.
- Around two-thirds of British adults agreed with the two statements relating to the Scheme boosting economic growth: 63 per cent thought High Speed Rail would create jobs and growth by bringing Britain closer together and 68 per cent thought it would help boost growth in the Midlands and the North by linking the regions more closely to London. For each of these two statements, disagreement levels stood at one in ten. A slightly lower proportion of adults, albeit still a majority, (54%) agreed that because other countries in America, Europe and Asia are all investing in High Speed Rail we need to invest to prevent Britain from being left behind. Two in ten (21%) disagreed with this statement. Over twice as many people disagreed as agreed with the statement that 'there is no business case for High Speed Rail and so it would become a white elephant' (46% compared with 19%).
- Six in ten British adults (61%) agreed that our railways are 'nearly full to bursting now, so we need a new line to connect our major cities together'. A minority (13%) disagreed with this statement, whilst a quarter (26%) were undecided or neutral.
- Half of respondents (50%) agreed that 'High Speed Rail is £30bn we cannot afford', and two in ten (19%) strongly agreed. Nevertheless, a quarter of respondents (24%) disagreed with the statement, thinking that High Speed Rail is affordable.

- Four in ten respondents (42%) thought that High Speed Rail would mean unacceptable levels of noise for the communities directly affected by the line, whilst a quarter (24%) disagreed.

2.4 Perceived potential impact of the Proposed High Speed Rail Scheme

- When asked, seven in ten adults spontaneously stated that the High Speed Rail Scheme would not impact upon them in any way (69%). Of those that thought the Scheme would impact upon them in some way, they were three times as likely to say it would impact upon them positively (15% of the total population), than negatively (5%).
- When prompted with a list of various potential impacts of the Scheme, respondents were most likely to say that the Scheme would bring positive economic benefits to the country – with eight in ten saying it would impact positively on journey times (81%), three quarters on business opportunities (77%) and seven in ten on employment levels (72%). Six in ten thought it would impact positively upon congestion on the roads (61%).
- The Scheme was perceived to be more likely to have a negative potential impact on other issues; with half believing train ticket prices would be negatively impacted upon by the Scheme (52%), or that the cost to Government would be a negative impact in itself (47%). Around four in ten thought the Scheme would impact negatively on the environment (42%) or on noise levels (44%).
- After thinking about potential impacts on the country *as a whole* respondents were then asked how important each of the various potential impacts was to them *on a personal level*. The environment was deemed the most important to people themselves, selected by seven in ten (71%), followed by road congestion, employment levels and cost to the public purse, all selected by six in ten (61%, 60% and 59% respectively). People were least likely to state that the level of noise associated with the Scheme was important to them.
- Responses differed by various issues and by subgroup but broadly, younger people and those in the higher social grades could see the potential for both positive and negative impacts of the Scheme on the country.
- Again, broadly, those from the higher social grades ABC1, younger people aged 16-24, those living in Greater London, the North, or

Wales and those with an informed or existing positive attitude towards the Scheme (knowledgeable about or in favour of) were more likely to believe the Scheme will have a variety of potential positive impacts for the country, whilst those in the South West and South East of the country, those already against the Scheme and, again, the higher social grades were more likely to believe it would have a variety of potential negative impacts for the country.

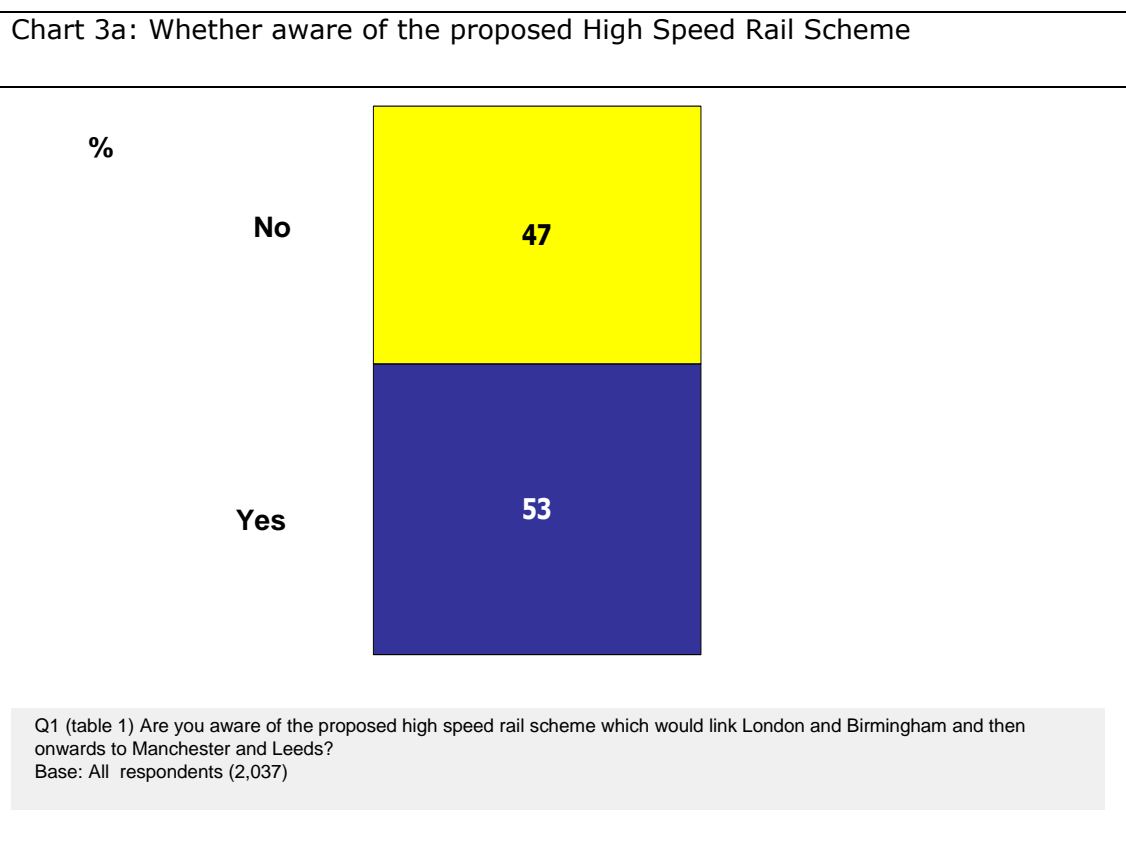
- Those living in Greater London, those in the higher social grades, those who were younger to middle aged (25-54) and those already holding informed or positive views about the Scheme were more likely to say the issues which the Scheme could potentially impact upon were all important to them on a personal level.
- Those in Scotland, or East Anglia, were least positive about the potential impact of the Scheme, and were least likely to say the issues mattered to them.

3 Awareness of the Proposed High Speed Rail Scheme

This chapter explores what the general public know already about the proposed High Speed Rail Scheme. It covers: whether people are aware of the Scheme; how much they feel they know about it; and their sources of information about it.

3.1 Awareness of proposed High Speed Rail Scheme

Respondents were asked whether they were aware of the proposed High Speed Rail Scheme which would link London and Birmingham and then onwards to Manchester and Leeds. Roughly half of British adults (53%) were aware of the Scheme (Chart 3a).



Certain subgroups of the population were more likely than others to be aware of the Scheme. For instance, older people were significantly more likely than younger people to be aware of the Scheme, with two-thirds (68%) of those aged 55 and over aware of the Scheme falling to one-third (35%) of under 35s. Similarly, awareness was significantly higher amongst social grades ABC1 (61%; 72% for AB only) than amongst social grades C2DE (45%). Six in ten men (61%) were aware of the Scheme compared with just under half (45%) of women.

Despite being an end point for the proposed High Speed Rail, Greater London had the lowest level of awareness of any region (32%). This was followed by Scotland (43%), one of the furthest regions from the currently proposed Scheme.

Awareness was highest in the West Midlands (66%), whose main city Birmingham would be linked to London by the Scheme. The South East region surrounding Greater London also had relatively high awareness (63%).

3.2 Level of knowledge about the proposed High Speed Rail Scheme

Those who said they were aware of the proposed High Speed Rail Scheme were asked how much they felt they knew about it, on a scale ranging from 'a great deal' to 'not very much at all'. Chart 3b shows the results from this question, rebased to include those who said they knew nothing about the Scheme.



Most respondents felt they knew relatively little about the Scheme: one in ten (11%) said they knew a fair amount or a great deal about it, whereas four in ten (42%) said they knew a little or not very much at all. The remainder (47%) knew nothing about the Scheme.

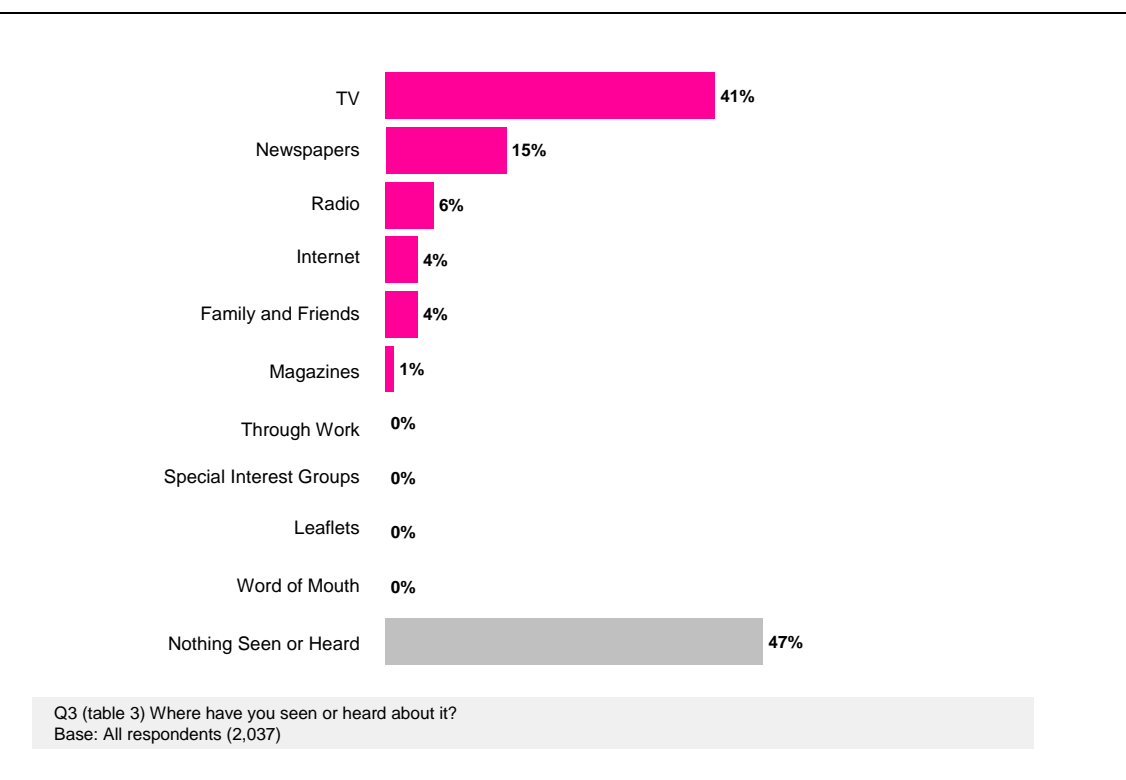
As with awareness of the Scheme, men were more likely than women to feel they knew a fair amount or a great deal about it (15% compared with 7%). There was also a similar pattern for social grade (15% of ABC1s felt they knew a fair amount or a great deal compared with 8% of C2DEs) and for age (15% of those aged 55 and over falling to with 6% of under 35s). Adults in the West Midlands were the most informed compared with those in other regions with 21% feeling that they

know a fair amount or a great deal about the Scheme (the equivalent figure for Greater London was one in twenty, 6%).

3.3 Source of information about proposed High Speed Rail Scheme

Respondents who were aware of the proposed High Speed Rail Scheme were asked where they had seen or heard about it and prompted with a range of possible sources. Chart 3c shows the proportion of all adults who had seen or heard about the proposed High Speed Rail Scheme from each source.

Chart 3c: Where seen or heard about the proposed High Speed Rail scheme (all respondents)



The most common source of information about the proposed High Speed Rail Scheme was television, cited by four in ten respondents (41%). The next most common source was newspapers (15%), followed by radio (6%), the internet (4%) and friends and family (4%). Only one per cent or less of adults had seen or heard anything about the Scheme from the other sources.

Just under half (47%) had not seen or heard anything about the High Speed Rail Scheme.

Overall awareness was largely driven by television and newspapers - men, older people and those in higher social grades were all more likely than average to have seen or heard about the Scheme in either of these sources.

Those in Greater London were no less likely than average to have seen or heard anything about the proposed High Speed Rail Scheme in newspapers (13%), but were particularly unlikely compared with other regions to have seen or heard anything on television (18%). For both television and newspapers, respondents in the West Midlands and South East were the most likely to have seen or heard about the Scheme from this source.

Despite lower overall awareness of the Scheme, People aged under 45 (6%) were more likely than those aged 45 and over (2%) to have seen or heard about the proposed High Speed Rail Scheme on the internet. Radio showed the opposite pattern: 8 per cent of those aged 45 and over had seen or heard about the Scheme on the radio compared with 4 per cent of those aged under 45.

4 Attitudes towards the Proposed High Speed Rail Scheme

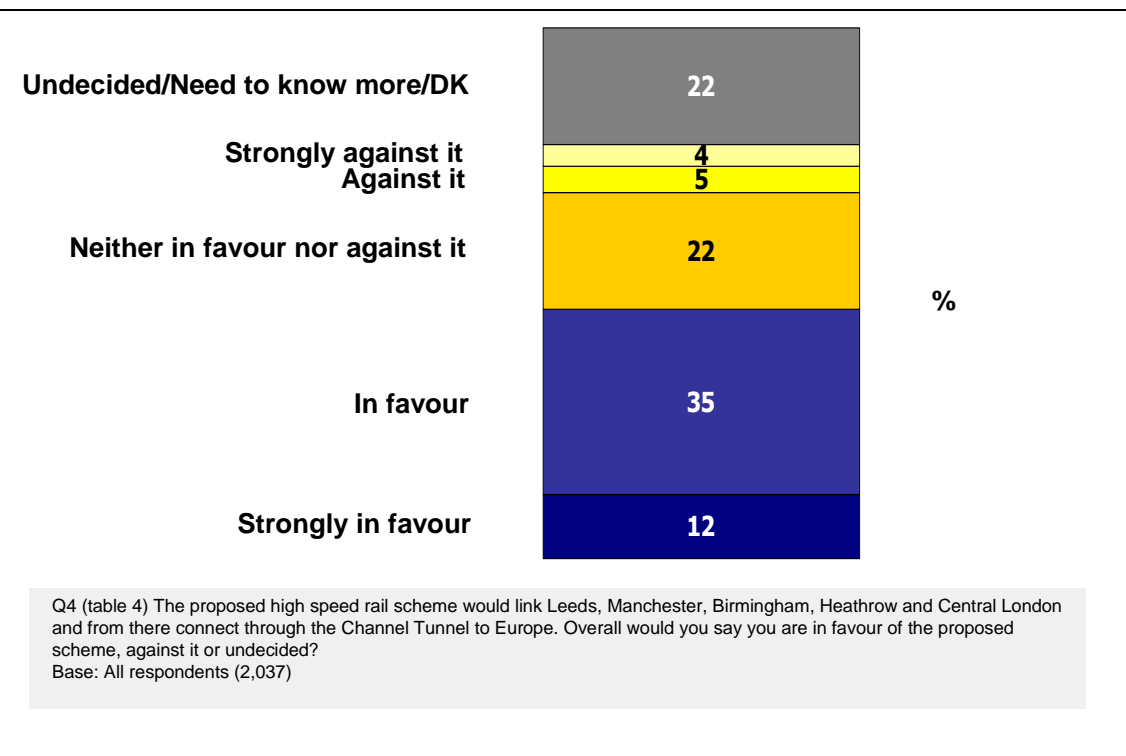
This chapter covers attitudes towards the proposed High Speed Rail Scheme, looking at people's agreement with specific claims relating to the Scheme. The specific claims are grouped into five separate themes: environmental impact; economic impact; impact on travel; impact on the public purse; and impact on noise levels.

Firstly, people's general favour towards the scheme was assessed.

4.1 Whether in favour of the proposed High Speed Rail Scheme

All respondents were told that the proposed High Speed Rail Scheme would link Leeds, Manchester, Birmingham, Heathrow and Central London and from there connect through the Channel Tunnel to Europe. They were then asked whether, overall, they would say they are in favour of the proposed Scheme, against it or undecided. At this point in the survey, respondents had not been prompted with any potential impacts of the Scheme (good or bad), and so answers here are based on people's prior knowledge and preconceptions of the Scheme. It should be borne in mind that half of all respondents asked this question said they were not aware of the Scheme prior to the interview (see Chapter 3).

Chart 4a: Whether in favour of the proposed High Speed Rail scheme



Half of all British adults (47%) were in favour of the proposed High Speed Rail Scheme, with one in ten (12%) coming out strongly in favour. A smaller proportion (9%) were against the Scheme. The remaining 44 per cent of adults were split evenly between those who were neither in favour nor against the Scheme, and those who were undecided or needed to know more before they could make a judgement.

The more people knew about the Scheme, the more likely they were to have decided either in favour of it or against it. Thus 54 per cent of those previously aware of the Scheme *at all* were in favour, with 10 per cent against, and 58 per cent of those who felt they knew either a fair amount or a great deal about the Scheme were in favour, with 18 per cent against. Those who felt they knew a fair amount or a great deal about the Scheme were also more likely than average to be either *strongly in favour* (26% compared with an average of 12%) or *strongly against* it (11% compared with an average of 4%).

Men, who had higher awareness of the proposed High Speed Rail Scheme than women, were more likely to be in favour, or strongly in favour, of it (51% compared with 43%), whereas women were more likely to be undecided (26% compared with 18% of men). Following a similar pattern, those in social grades ABC1 (who had higher awareness of the Scheme than those in lower social grades) were more likely to be in favour, or strongly in favour, of it than those in social grades C2DE (52% compared with 43%). The latter were more likely to be neither in favour nor against it (25% compared with 20%).

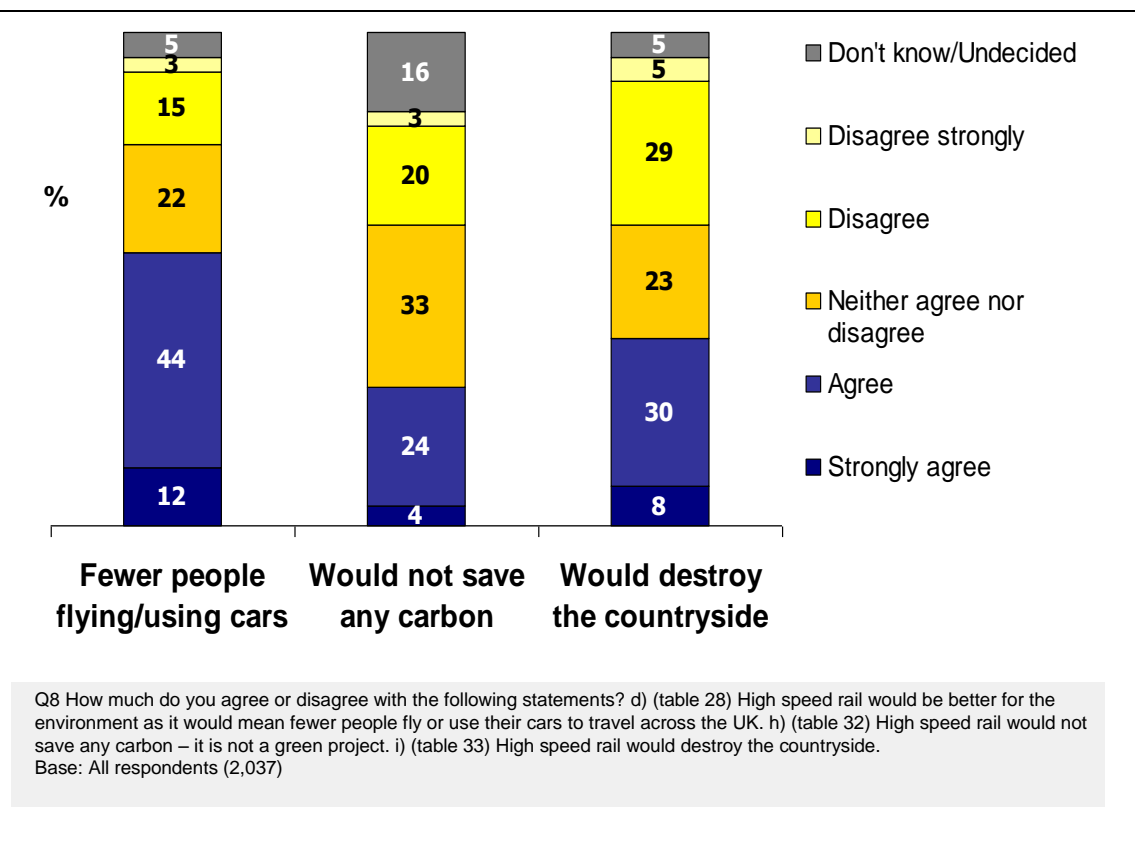
Older people were significantly more likely than younger people to be aware of the proposed High Speed Rail Scheme, but in this case they were more likely to be against it, with 16 per cent of those aged 65 and over against the Scheme falling to 6 per cent of those aged under 45. Despite having lower awareness of the Scheme, younger people were just as likely as older people to give a definite opinion either in favour of or against the Scheme.

The West Midlands, where knowledge of the proposed High Speed Rail Scheme was greatest, had the highest proportion of people against the Scheme of any region (15% compared with 9% on average), and lower levels in favour (40% compared with 47% on average). As described in Section 3.1, awareness of the Scheme was lowest in Greater London, but Londoners were actually more likely than average to give a definite opinion either in favour of or against the Scheme (65% compared with an average across Britain of 56%). Londoners were also the most positive about the Scheme, with 54 per cent in favour. Other regions with low awareness of the Scheme that are further away from the proposed route had significantly higher levels of uncertainty and neutrality. For example, over half of Scots (55% compared with 44% on average) were either undecided or neither in favour nor against the Scheme.

4.2 Attitudes towards the potential environmental impact of the Scheme

Respondents were shown a series of ten statements (five outlining negative potential impacts of the Scheme, and five outlining positive impacts) and asked to state to what extent they agreed or disagreed with each, three of which related to the environmental impact of the proposed High Speed Rail Scheme. The three statements linked to the environment address whether the High Speed Rail would mean that fewer people would fly or drive across the UK, whether it would save any carbon and whether it would destroy countryside. Chart 4b displays the results for all three statements.

Chart 4b: Extent to which agree or disagree with statement about the potential environmental impact of the Scheme



The majority of adults (56%) agreed that the High Speed Rail would be better for the environment as it would mean fewer people fly or use their cars to travel across the UK. One in ten (12%) agreed strongly with this. Nearly two in ten (17%) adults disagreed with this statement.

Men and women shared broadly similar attitudes regarding whether High Speed Rail would be better for the environment due to fewer people flying or using cars. Young people aged 16-24 were the age group most likely to agree that the High Speed Rail would be better for the environment as it would mean fewer people fly or use their cars to travel across the UK, with 63 per cent agreeing. Those living

in Greater London were more likely than average to agree with the statement (62%), and the North of England had the highest level of agreement (65%). Respondents in higher social grades were a little more likely than average to agree with the statement (59% of those in social grades AB agreed compared with 52% of those in social grade E). Three-quarters (73%) of those in favour of the Scheme agreed with the statement compared with a quarter (28%) of those against it.

Opposite to the first statement is the proposition that 'High Speed Rail would not save any carbon' and hence is 'not a green project'. Respondents were less certain of their view on this second statement, with one in three (33%) neither agreeing nor disagreeing and 16 per cent undecided. The remaining half of respondents were fairly evenly split between those who agreed that High Speed Rail would not save any carbon (29%) and those who disagreed (23%). Only a small proportion agreed or disagreed strongly.

Women were more likely than men to be either neutral or undecided on whether High Speed Rail would save any carbon: Over half (54%) fell into this category compared with four in ten men (42%).

Despite being the age group most likely to agree that High Speed Rail would be better for the environment due to fewer people flying and driving, 16-24 year olds were also most likely to agree that High Speed Rail would not save any carbon (35%). Those in social grades C2DE (33%) were also more likely than average to agree with this statement. Respondents in the North of England were the least likely to agree (13%, compared with 35% in the West Midlands and 34% in Greater London). Half of those opposed to the Scheme (53%) thought it would not save any carbon compared with a quarter (26%) of those in favour, demonstrating a relatively weak correlation between being against the Scheme and thinking the High Speed Rail would not save any carbon.

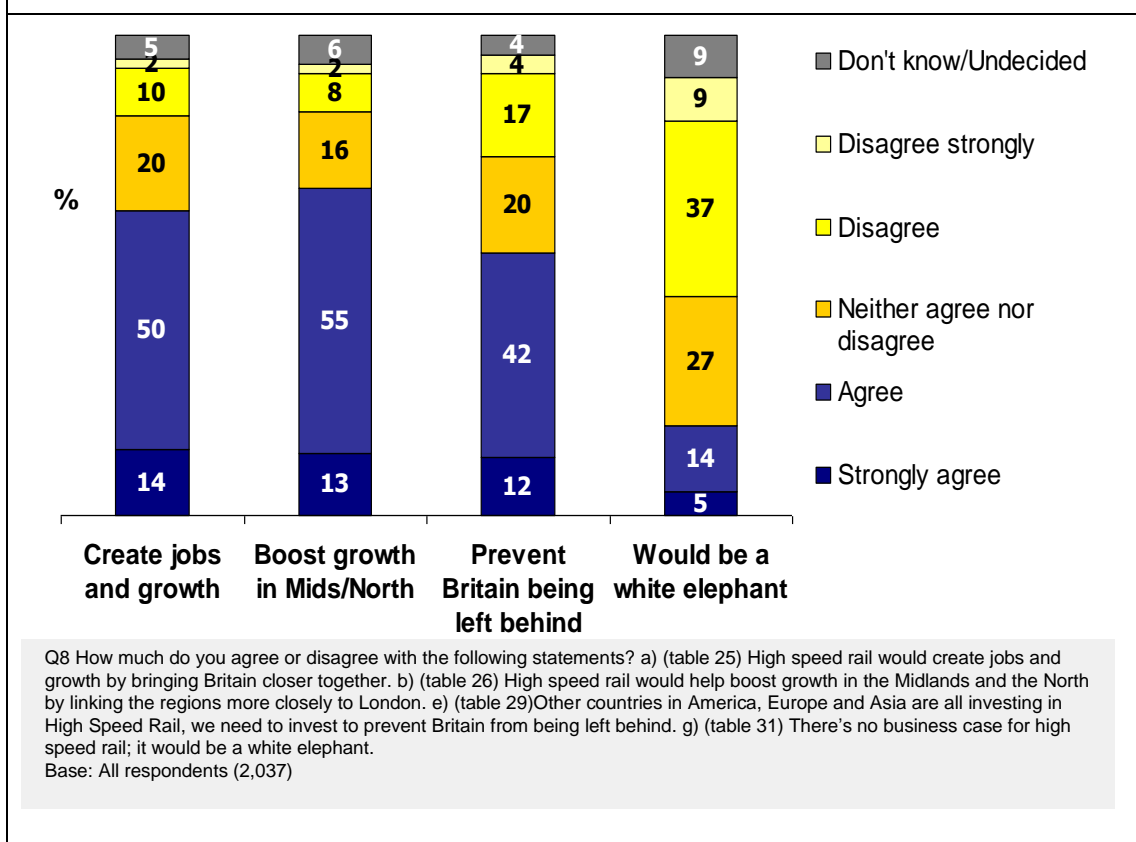
The third statement proposes that 'High Speed Rail would destroy the countryside'. Once again, respondents were fairly evenly split between those who agreed (38%) and those who disagreed (34%), with relatively few agreeing or disagreeing strongly.

Women (41%) were more likely than men (34%) to believe that High Speed Rail would destroy the countryside, and people in the West Midlands (47%) were more likely than people in any other regions to agree (with people in the North of England, at 23%, least likely to agree). Adults falling in the 16-24 (42%) and 65+ age brackets (43%) were more likely than middle aged people (1 in 3) to agree that High Speed Rail would destroy the countryside. Eight in ten adults opposed to the scheme (79%) agreed that it would destroy the countryside compared with three in ten adults in favour of the scheme (29%).

4.3 Attitudes towards the potential economic impact of the Scheme

Four of the attitudinal statements respondents were asked to give an opinion on relate to High Speed Rail’s impact on business and the economy: whether High Speed Rail would create jobs and growth by bringing Britain closer together; whether High Speed Rail would help boost growth in the Midlands and the North; whether we need to invest in High Speed Rail to avoid being left behind by other countries; and whether High Speed Rail would be a ‘white elephant’. Chart 4c shows the results for these four statements.

Chart 4c: Extent to which agree or disagree with statement about the potential economic impact of the Scheme



Around two-thirds of British adults agreed with the two statements relating to the Scheme boosting economic growth: 63 per cent thought High Speed Rail would create jobs and growth by bringing Britain closer together and 68 per cent thought it would help boost growth in the Midlands and the North by linking the regions more closely to London. The proportion agreeing *strongly* with each statement was somewhat lower, at 14 and 13 per cent respectively. For each of these two statements, disagreement levels stood at one in ten.

A slightly lower proportion of adults, albeit still a majority, (54%) agreed that because other countries in America, Europe and Asia are all investing in High

Speed Rail we need to invest to prevent Britain from being left behind. Two in ten (21%) disagreed with this statement.

People in the 16-24 year age group were more likely than older respondents to agree that High Speed Rail would create jobs by bringing Britain closer together (71% compared with 56% of those aged 65 and over) and would help boost growth in the Midlands and the North (73% compared with 66% for those aged 65 and over). On the other hand, 35-54 year olds were most likely to agree that Britain needed to invest in High Speed Rail to keep up with other countries (59% compared with 51% of 16-24 year olds and 52% of those aged 65 and over).

Those in social grades ABC1 were a little more likely than those in social grades C2DE to agree that High Speed Rail would boost growth in the Midlands and the North (71% compared with 65%) and would prevent Britain falling behind other countries (57% compared with 52%). Men were more concerned than women about the need for Britain to avoid being left behind: 57 per cent agreed that Britain needed to invest in High Speed Rail to avoid this, compared with 52 per cent of women.

Respondents in the North of England and in Wales were more likely than average to agree with each of these three statements relating to the positive impact of High Speed Rail on the economy: Seven in ten thought it would create jobs and growth by bringing Britain closer together; three-quarters thought it would boost growth in the Midlands and the North; and over six in ten thought it was necessary to prevent Britain from being left behind.

There were relatively low levels of agreement in Scotland that High Speed Rail would boost growth: Half (52%) thought High Speed Rail would boost jobs and growth by bringing Britain closer together; six in ten (62%) thought it would boost growth in the Midlands and the North. However, of all regions the West Midlands had the lowest level of agreement with the proposition that High Speed Rail would boost growth in the Midlands and the North by linking the regions more closely to London (59%).

For each of the three statements, there were high levels of agreement amongst those in favour of the Scheme: 81 per cent of those in favour thought it would boost growth by bringing Britain closer together (compared with 30% of those against the Scheme); 85 per cent thought it would boost growth in the Midlands and the North (compared with 34% of those against the Scheme) and 73 per cent thought it was needed to prevent Britain from being left behind (compared with 23% of those against the Scheme).

Those aware of the proposed High Speed Rail Scheme prior to interview (59%) were more likely than those unaware (50%) to agree that other countries were investing in High speed Rail and so Britain needs to invest to avoid being left behind.

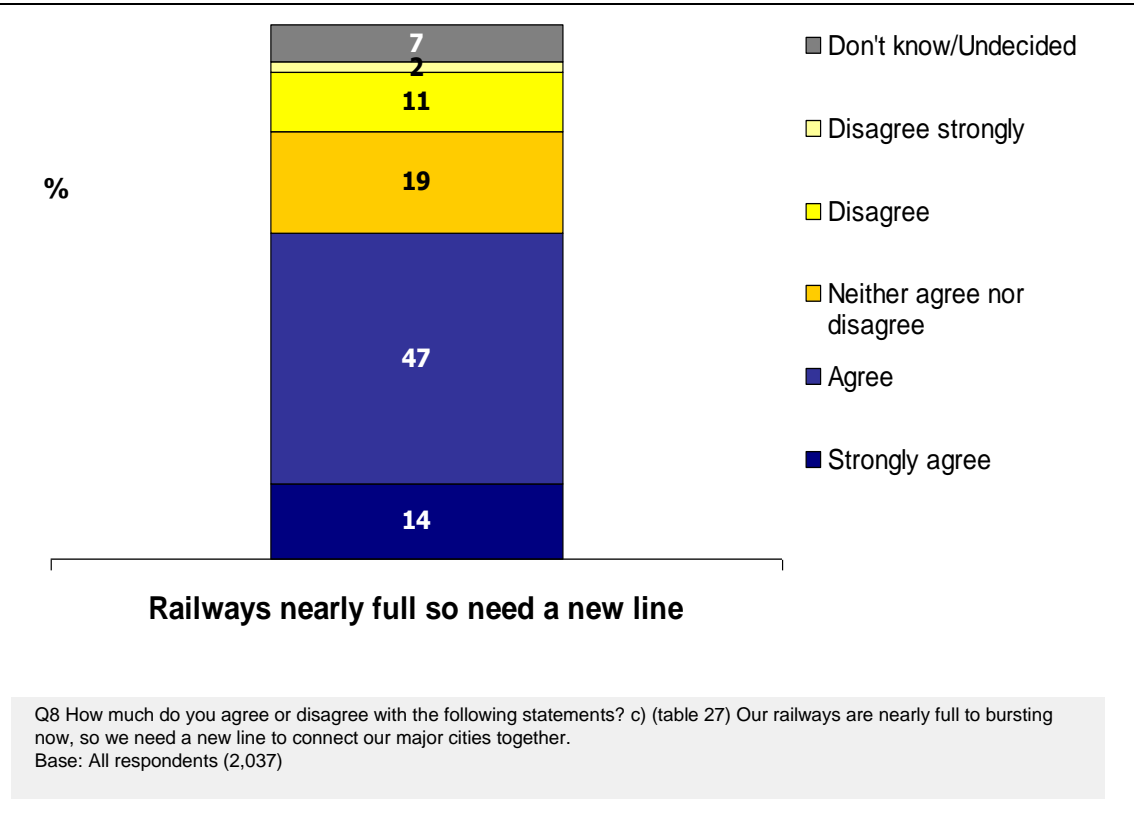
The final statement of this 'economic impact' set argues the opposite perspective, that 'there is no business case for High Speed Rail and so it would become a white elephant'. This statement received the lowest level of support of any statement, with over twice as many disagreeing as agreeing (46% compared with 19%). Women were less likely than men to have an opinion on this proposition, with four in ten (41%) uncertain or neutral compared with three in ten men (30%).

Those aged 65 and over were more likely than average to agree that there is no business case for High Speed Rail (27%), and those in social grades C2DE (21%) were more likely than those in social grades ABC1 (16%) to agree with this. The two regions where the highest proportion of people thought there is no business case for High Speed Rail and that it would be a white elephant are the two end points of the proposed initial link: Greater London (25%) and the West Midlands (23%). Respondents in Wales (8%) and the North (11%) were least likely to agree. Those against the Scheme were more likely to agree that it would become a white elephant (59%) than those in favour of the Scheme (12%). However, this demonstrates a weaker correlation between being against the Scheme and thinking it would become a white elephant than between being against the Scheme and anticipating other negative impacts such as the destruction of the countryside.

4.4 Attitudes towards the potential impact of the Scheme on travel

One of the attitudinal statements relates to the impact of the High Speed Rail Scheme on general rail travel: "Our railways are nearly full to bursting now, so we need a new line to connect our major cities together." People's views on this statement are displayed in Chart 4d.

Chart 4d: Extent to which agree or disagree with statement about the potential impact of the Scheme on travel



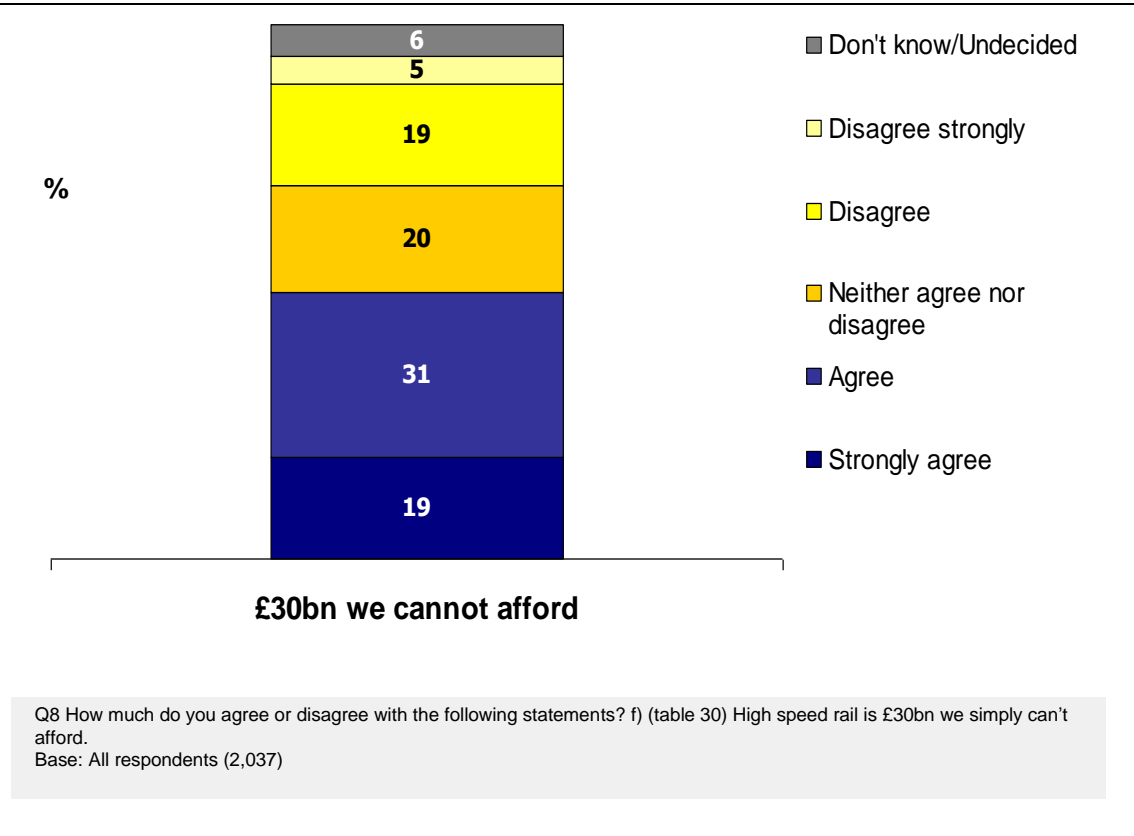
Six in ten British adults (61%) agreed that our railways are 'nearly full to bursting now, so we need a new line to connect our major cities together'. A minority (13%) disagreed with this statement, whilst a quarter (26%) were undecided or neutral.

Men were a little more likely than women to believe Britain needs a new railway line (63% compared with 58%), 16-24 year olds (66%) were the most likely age group to agree, and grades AB (64%) were the most likely social grades to agree. The belief that a new line is necessary was most prevalent in the North of England (69%), Greater London (68%) and South East (66%). It was least prevalent in Scotland (51%) and the West Midlands (53%). Three quarters (77%) of those in favour of the proposed High Speed Rail scheme agreed that the railways are full to bursting and so Britain needs a new line.

4.5 Attitudes towards the potential impact of the Scheme on the public purse

Chart 4e looks at the extent to which people agreed with the potential negative impact of the Scheme on the public purse, specifically whether the High Speed Rail Scheme is £30bn 'we simply cannot afford'.

Chart 4e: Extent to which agree or disagree with statement about the potential impact of the Scheme on the public purse



Of the five attitudinal statements looking at negative possible impacts of the proposed High Speed Rail Scheme, the statement that High Speed Rail is '£30bn we simply cannot afford' had the highest level of agreement. Half of respondents (50%) agreed that 'High Speed Rail is £30bn we cannot afford', and two in ten (19%) strongly agreed – the highest level of strong agreement across all ten attitudinal statements. Nevertheless, a quarter of respondents (24%) disagreed with the statement, thinking that High Speed Rail is affordable.

Women were more likely than men to think High Speed Rail is unaffordable (55% compared with 45%) and those in social grades C2DE were also more likely than those in social grades ABC1 to think this (55% compared with 46%). The youngest and oldest age groups were the most likely to agree that 'High Speed Rail is £30bn we cannot afford' (56% for both 16-24 year olds and for those aged

65 and over). Respondents in Greater London (40%) and in the North of England (42%) were least likely to agree that High Speed Rail is unaffordable.

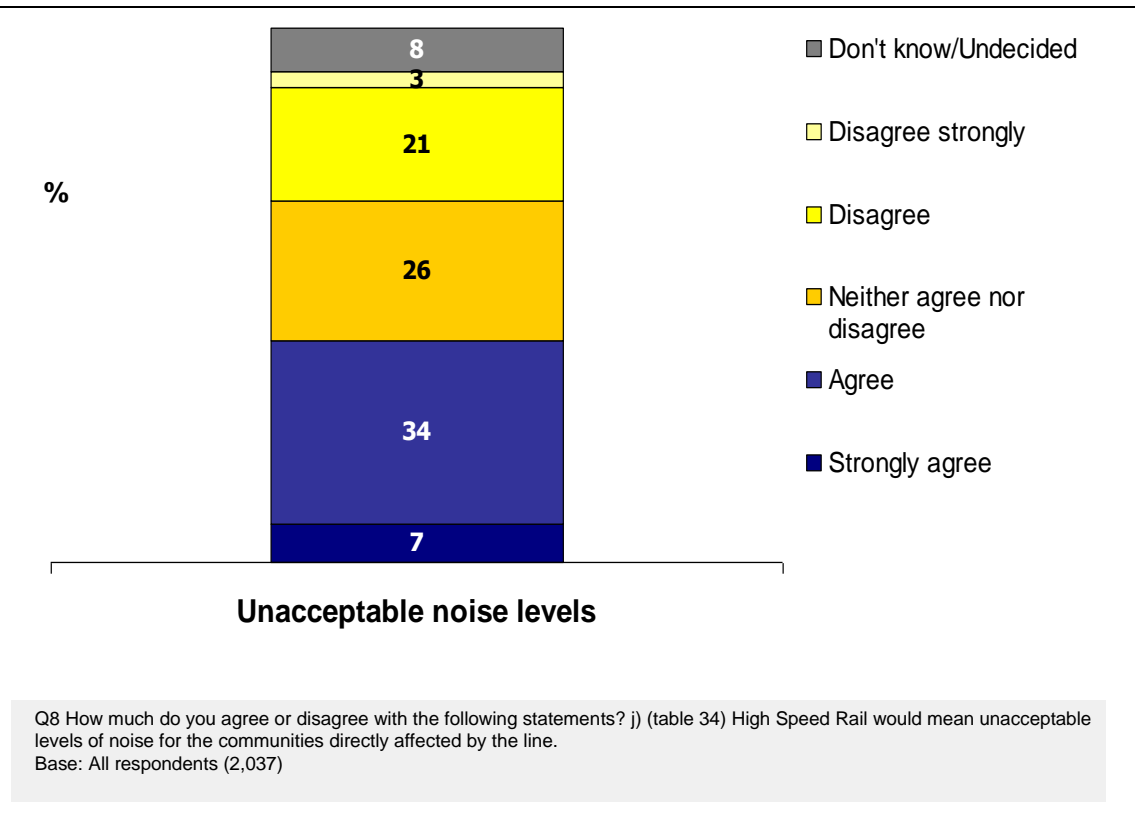
The more people knew about the proposed High Speed Rail scheme, the less likely they were to think High Speed Rail is unaffordable: 41 per cent of those who felt they knew a fair amount or a great deal about it thought it was unaffordable compared with 48 per cent of those who knew a little or not very much at all and 54 per cent of those who knew nothing.

Eight in ten (80%) of those stating that they were against the proposed High Speed Rail Scheme agreed that 'High Speed Rail is £30bn we simply cannot afford', with over half (53%) agreeing strongly, demonstrating a relatively strong correlation between being against the Scheme and thinking it is unaffordable.

4.6 Attitudes towards the potential impact of the Scheme on noise pollution

Chart 4f displays the results for the attitudinal statement relating to the potential impact of the proposed High Speed Rail Scheme on noise pollution. The statement proposes that the High Speed Rail would mean unacceptable levels of noise for the communities directly affected by line. It should be noted that none of the respondents in the survey lived in post codes due to be directly affected by the line as currently proposed.

Chart 4f: Extent to which agree or disagree with statement about the potential impact of the Scheme on noise pollution



Four in ten respondents (42%) thought that High Speed Rail would mean unacceptable levels of noise for the communities directly affected by the line, whilst a quarter (24%) disagreed.

Women were more likely than men to agree High Speed Rail would mean unacceptable noise levels (44% compared with 39%), and 16-24 year olds were the most likely age group to agree (49%). Londoners were more likely than respondents in any other region to think High Speed Rail noise levels would be unacceptable (51%). Those in Scotland (31%) and the North of England (30%) were least likely to agree. Seven in ten of all respondents against the Scheme (69%) agreed that it would lead to unacceptably high levels of noise.

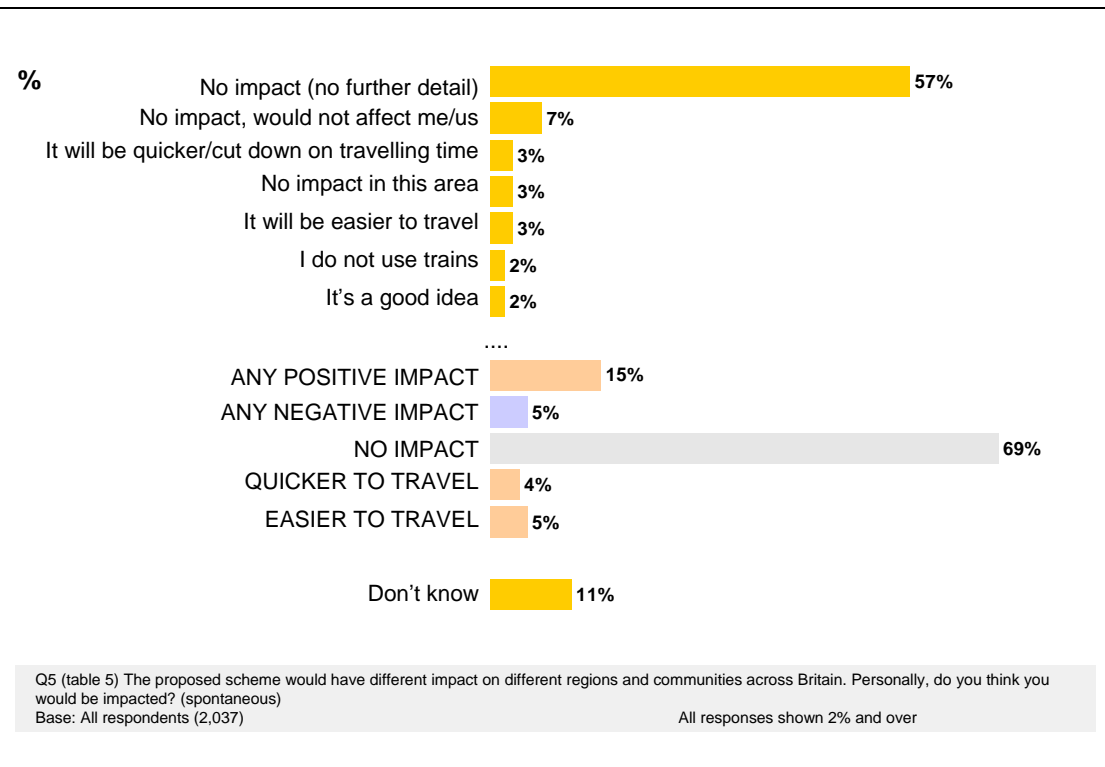
5 Perceived potential impact of the proposed High Speed Rail Scheme

This chapter explores general public perceptions about the potential impacts of the proposed High Speed Rail Scheme. It covers: people’s beliefs about how the scheme will impact upon them – asked in a spontaneous manner; their beliefs about the potential impact of the scheme on Great Britain as a whole – asked in a prompted manner; and how important potential impacts of the scheme are to them personally – also asked in a prompted manner.

5.1 Top-of-mind impact of the Scheme on self (spontaneous)

Firstly, respondents were asked how they thought they would be personally impacted upon by the proposed High Speed Rail Scheme. This question was asked in an open manner in order to record spontaneous and top-of-mind thoughts. Responses were recorded as verbatim and then later coded. All responses over 2% are shown in Chart 5a, along with the netted responses by theme.

Chart 5a: How think would be personally impacted by the proposed High Speed Rail Scheme (spontaneous)



Seven in ten adults spontaneously stated that the High Speed Rail Scheme would not impact upon them in any real way (69%).

Of those that thought the Scheme would impact upon them in some way, the majority thought it would impact upon them positively (15%), for example making it quicker or easier to travel, or believing it is generally a good idea, whilst one in twenty said that it would impact upon them in a negative way (5%).

One in ten (11%) could not say whether the Scheme would impact upon them or not.

Younger people aged 16-34 were least likely to believe there would be no impact on themselves personally (62% compared with 73% of those aged 35 or more) and were more likely to believe the impact would be positive (19% falling to 9% of those aged 65 or more).

Those living in certain regions away from the proposed line of the Scheme were more likely to state it would have no impact on themselves personally (for example, 86% of those in Wales, 86% of those in the South West and 81% of those in the North) whilst those in regions closer to the proposed line had more positive top-of-mind views, for example, those living in Greater London or the North West were more likely to say that it would make it quicker for them to travel (9% and 8% respectively).

Existing knowledge about the Scheme also made an impact on whether people felt it would personally impact upon them, with those stating that they know a great deal or a fair amount about the Scheme being more likely to spontaneously say that it may impact positively on them (22% compared with 14% of those with little or not much knowledge) and also, interestingly, that it may impact negatively on them (11% compared with 4%).

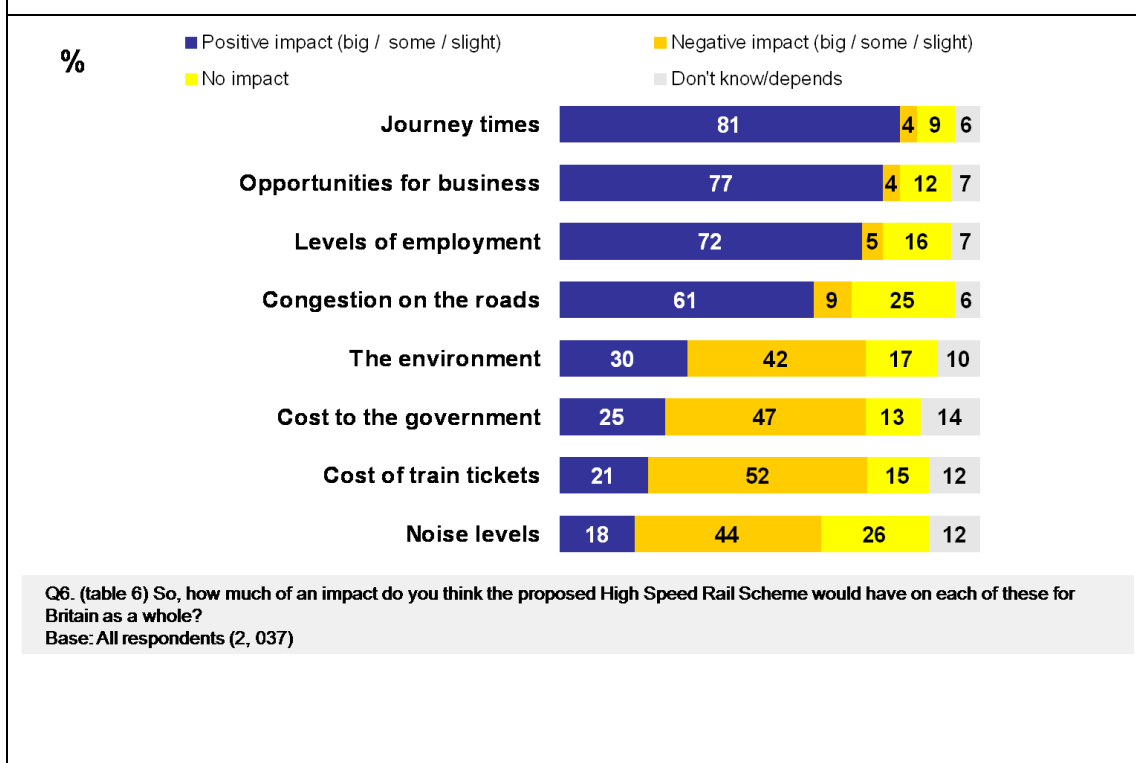
Those already in favour of the Scheme were more likely to cite that it would have a positive impact on them (28% compared with 7% of those against it). Conversely, those against the Scheme were more likely to say it would have a negative impact on them (28% compared with 2%).

5.2 Perceived potential impact of the Scheme on Great Britain as a whole (prompted)

In a bid to understand the main issues for the country which people associated with the building of the proposed High Speed Rail Scheme, respondents were shown a list of eight issues which the Scheme could potentially affect and then asked how much of a negative or positive impact the Scheme would have on each **for Britain as a whole**.

Chart 5b shows all issues ranked by the proportion of respondents thinking that the Scheme would have a positive impact upon it for Britain as a whole.

Chart 5b: How much of an impact the proposed High Speed Rail Scheme would have on this for Britain as whole – all issues (prompted)



When prompted, respondents were most likely to say that the High Speed Rail Scheme would bring positive economic benefits to the country – with eight in ten saying it would impact positively on journey times (81%), three quarters on business opportunities (77%) and seven in ten on employment levels (72%).

A further six in ten thought the Scheme would impact positively upon congestion on the roads (61%).

The Scheme was perceived to be more likely to have a negative potential impact on other issues: with half believing train ticket prices would be negatively impacted upon by the Scheme (52%) or that the cost to the Government would

be a negative impact in itself (47%). Around four in ten thought the Scheme would impact negatively on the environment (42%) or on noise levels (44%).

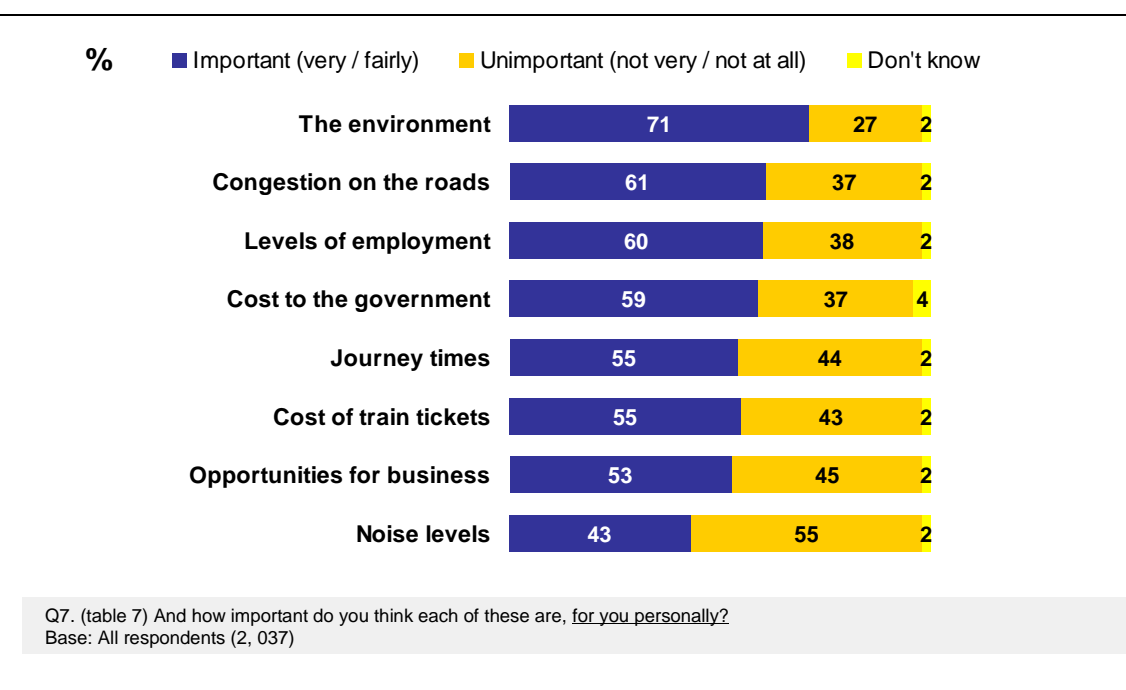
The proposed High Speed Rail Scheme was expected to have less of an impact on some issues than others, with a quarter of respondents believing the Scheme would have no impact on the congestion of British roads, or on noise levels (25% and 26% respectively).

5.3 Personal importance of potential impact of the Scheme to self (prompted)

After having looked at opinions on the macro-issues for the country as a whole, respondents were then shown the same list of eight topics and asked about **how important each issue was to themselves personally**.

Chart 5b shows all issues ranked by importance to the respondent.

Chart 5c: Personal importance given to possible impact of the proposed High Speed Rail Scheme – all issues (prompted)



When thinking about the impact upon the country as a whole most respondents were likely to link the Scheme with having a positive impact on the economy or on business (Chart 5b). However when asked to think about the importance to themselves the issues varied in priority. When prompted, respondents were most likely to say that the environment was the most important issue to them personally of them all - selected by seven in ten (71%). This is the area where impact to the country was seen to be a mixture of positive impact and negative impact, so potentially a complex yet important issue to explore. Other issues had

broadly similar level of importance. Six in ten stated that road congestion, levels of employment and cost to Government to build the Scheme were important issues to them personally (61%, 60% and 59% respectively) – so a mix of environmental, travel and economic issues mattered at the personal level.

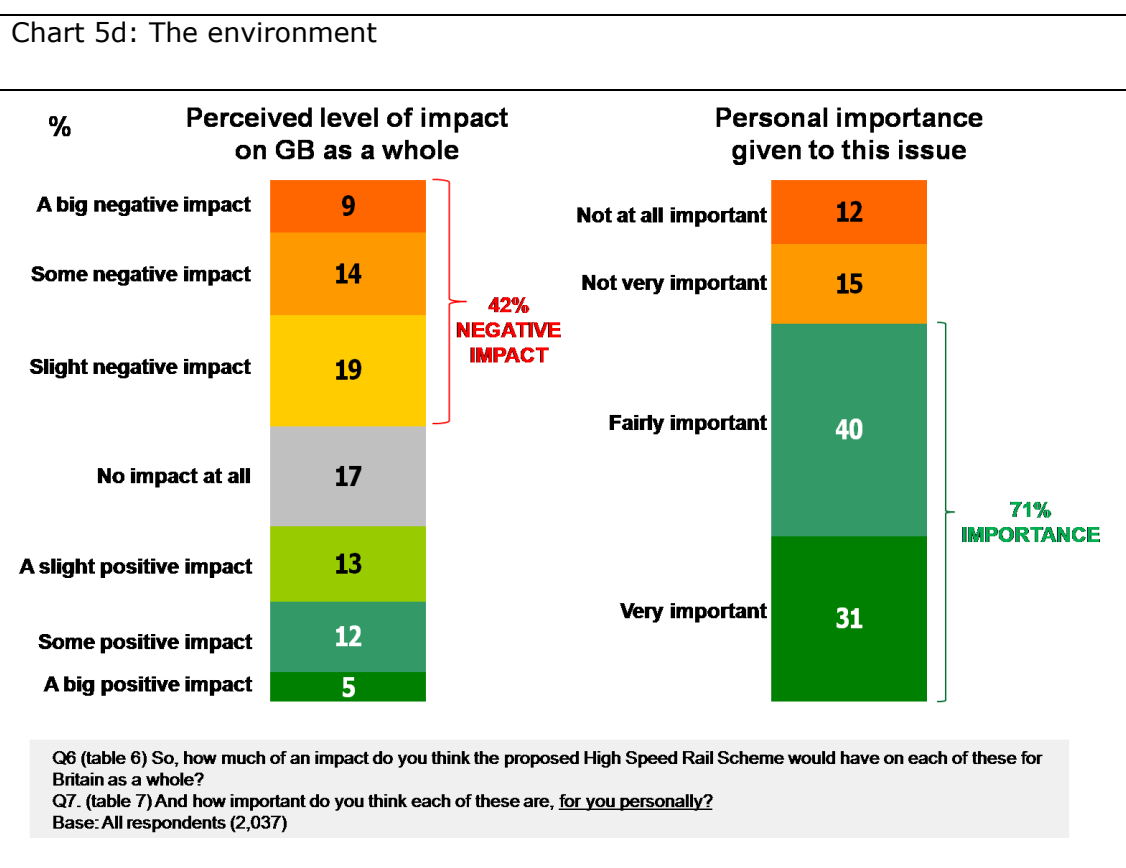
Just over half considered journey times, cost of tickets and general business opportunities as important things for themselves personally (55%, 55% and 53% respectively).

People were least likely to state that the level of noise associated with the Scheme was an important issue to them (43%).

5.4 Perceived potential environmental impact of the Scheme (prompted)

In a similar manner to the way in which the attitudes towards the Scheme were discussed in chapter 4, the potential impacts of the Scheme (on the country, and importance to self) are grouped into themes for discussion in this chapter. These themes are: environmental issues, economic issues, travel issues, and then issues on the cost to the public purse and impact on noise levels.

These themes are discussed in Charts 5d to 5k, looking at the perceived impact on the country as a whole and the relative importance of these issues to the individual for each. The potential environmental impact is discussed first (Chart 5d).



The environment was the most important issue to respondents on a personal level (71%), but was not expected to be one of the areas which the High Speed Rail Scheme has the biggest impact on for the country as a whole. The Scheme was more likely to be deemed to have a potential negative impact on the environment, as opposed to a positive impact.

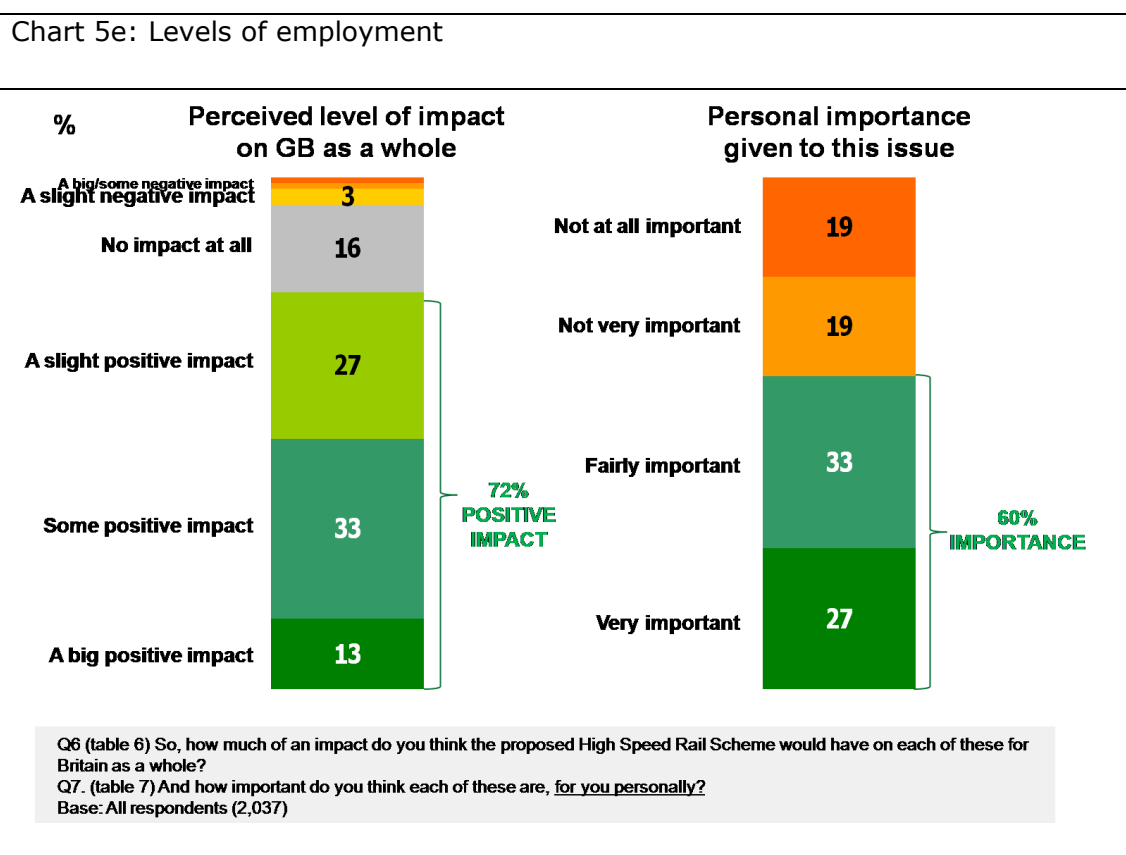
Four in ten respondents thought the Scheme would impact negatively on the environment (42%), with one in ten stating it would have a big negative impact (9%), whilst three in ten (30%) believed it would have a positive impact.

The youngest age group (16-24) were most likely to say that the Scheme would have a negative impact on the environment (53% compared with 41% of those 25 and above), as were those from the higher social grades (47% of ABC1s compared with 38% of C2DEs) and those living in the South East and South West of England (49% in both cases). Those against the Scheme were also more likely to say it would impact negatively on the environment (65%).

Those from the higher social grades were more likely to say the environment was a important issue to them personally (75% of those from ABC1 grades compared with 68% of those from C2DE grades), as were those from Greater London and the East Midlands (86% and 78% respectively) and those with informed views about the Scheme (82% of those knowing a great deal or fair amount about it compared with 71% of those knowing little or not much at all).

5.5 Perceived potential economic impact of the Scheme (prompted)

Charts 5e and 5f look at the potential economic impact of the Scheme, covering levels of employment and business opportunities.



As seen in Chart 5b, the Scheme was deemed most likely to have a positive impact on economic issues for the country. Levels of employment ranked third overall in terms of perceived positive impact. Similarly, employment issues were ranked third most important to respondents - indicating this issue is seen to be relatively key to people both at the (perceived) national and personal level.

Seven in ten respondents felt the Scheme would have a general positive impact upon levels of employment for the country (72%) with over one in ten believing it would have a big positive impact (13%). Six in ten stated it was an important issue for them personally (60%) with a quarter saying it was very important (27%).

Similar types of people agreed with both these measures, thinking the Scheme would have a positive impact upon Britain and deeming it important to them. These were: younger people aged 16-34 (78% falling to 63% of those aged 65 and over believing it would have a positive impact, and 70% falling to 42% respectively deeming it important), those from the higher social grades ABC1 (76% compared with 69% of C2DEs and 62% compared with 57% C2DEs

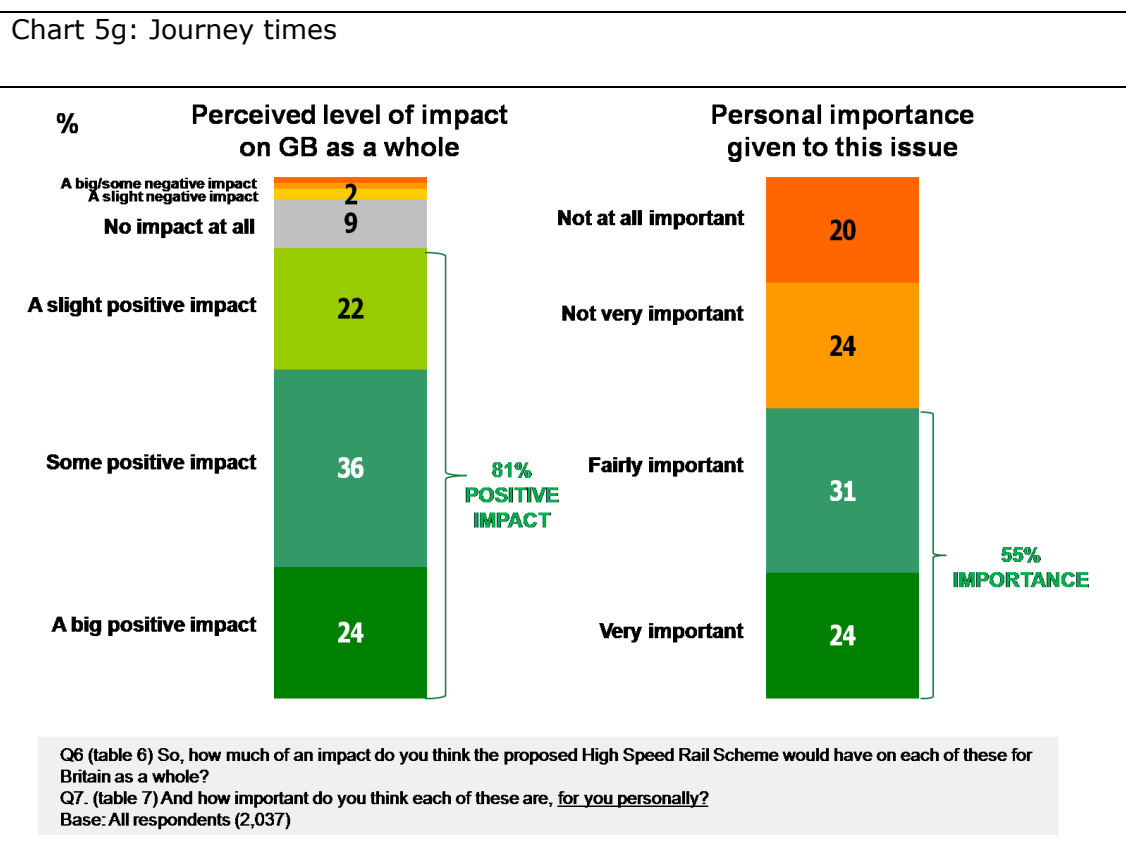
important issue for them personally (53%) with two in ten saying it was very important to them (21%).

Those from the higher social grades were more likely to believe it would have a positive impact on business opportunities (81% of those from ABC1 grades compared with 72% of those from C2DE grades), as were those from the North, Wales and the East Midlands (90%, 91% and 83% respectively) and those in favour of the Scheme (89% compared with 51% of those against the Scheme). Those living in Scotland and East Anglia were least likely to say that it will have a positive impact on business (69% in both cases).

Those aged 25-34 were most likely to say that business opportunities were important to them personally (69% compared with 53% of 16-24s and 37% of those 65+), as were men (58% compared with 49% of women), those from the higher social grades (56% of ABC1s compared with 50% of C2DEs) and those living in Greater London (72% - in contrast the Scottish were least likely to say this was important to them, 35%). Those in favour of the Scheme were also more likely to say opportunities for business are important to them (62% compared with 41% of those against the Scheme).

5.6 Perceived potential impact of the Scheme on travel (prompted)

Charts 5g to 5i look at the potential impact of the Scheme on travel and transport including journey times, cost of tickets and congestion on the roads.

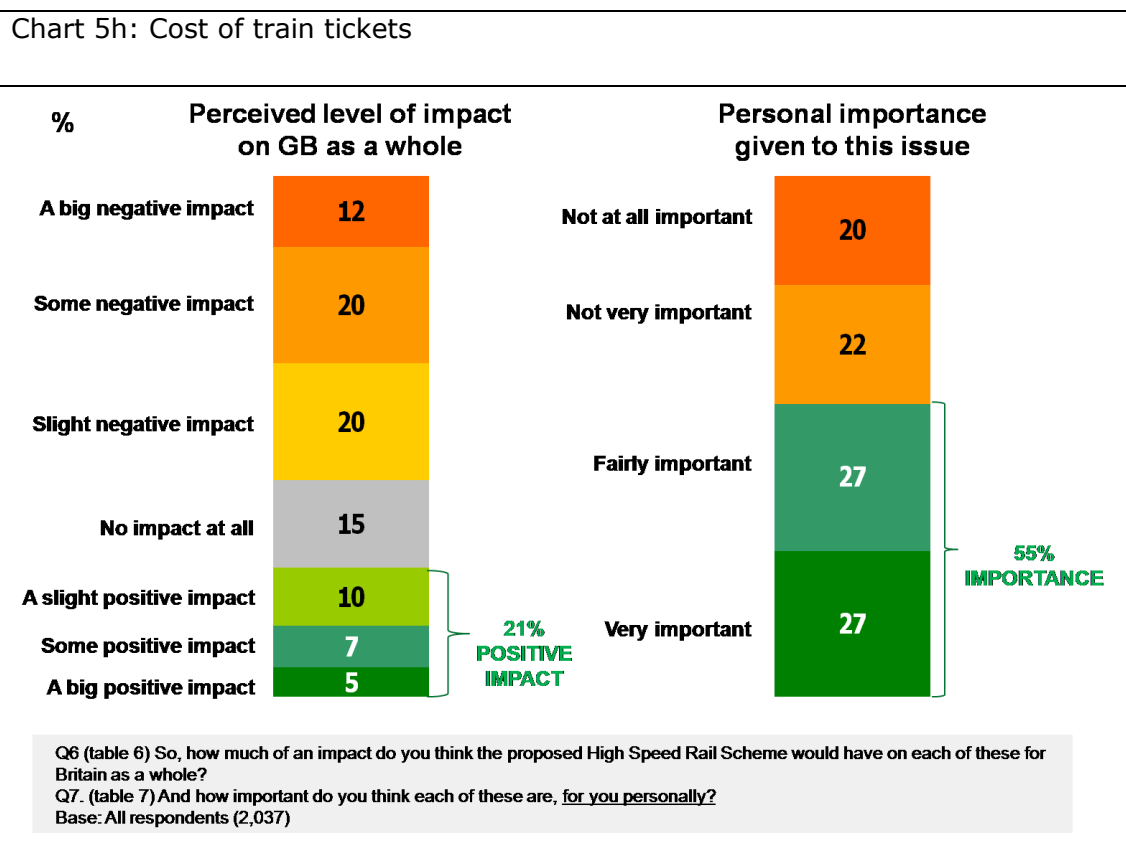


Journey times was the issue ranked most highly by respondents in terms of the potential positive impact of the Scheme for the country as a whole - however it was ranked in the middle in terms of relative importance to people on a personal level.

Eight in ten respondents thought the Scheme would have a broad positive impact on journey times (81%), with a quarter stating it would have a big positive impact (24%). Over half stated journey times as being important to them (55%), with a quarter saying it is very important to them (24%).

Those aged 45-54 were most likely to say that the Scheme would have a positive impact on journey times (87% compared with 80% of 16-34s and 77% of those 65+), as were those from the higher social grades (84% of ABC1s compared with 77% of C2DEs), those living in Wales (85%), those living in the North, the South West and Greater London (86% each) and those in favour of the Scheme (93% compared with 61% against it). Those living in Scotland were least likely to say that it will have a positive impact on journey times for the country (72%).

Those aged 25-34 were more likely to say that journey times is an important issue to them personally (67% falling to 36% of those aged 65 or more), as were those from the higher social grades (59% of those from ABC1 grades compared with 50% of those from C2DE grades), those from Greater London (85%) and those in favour of the Scheme (67% compared with 42% against it). Those living in Scotland, Yorkshire and Humber or the South West were least likely to say journey times were an important issue to them (42%, 43% and 44% respectively).



Cost of train tickets was a relatively low ranking issue both in terms of impact on the country, and importance on a personal level (third lowest).

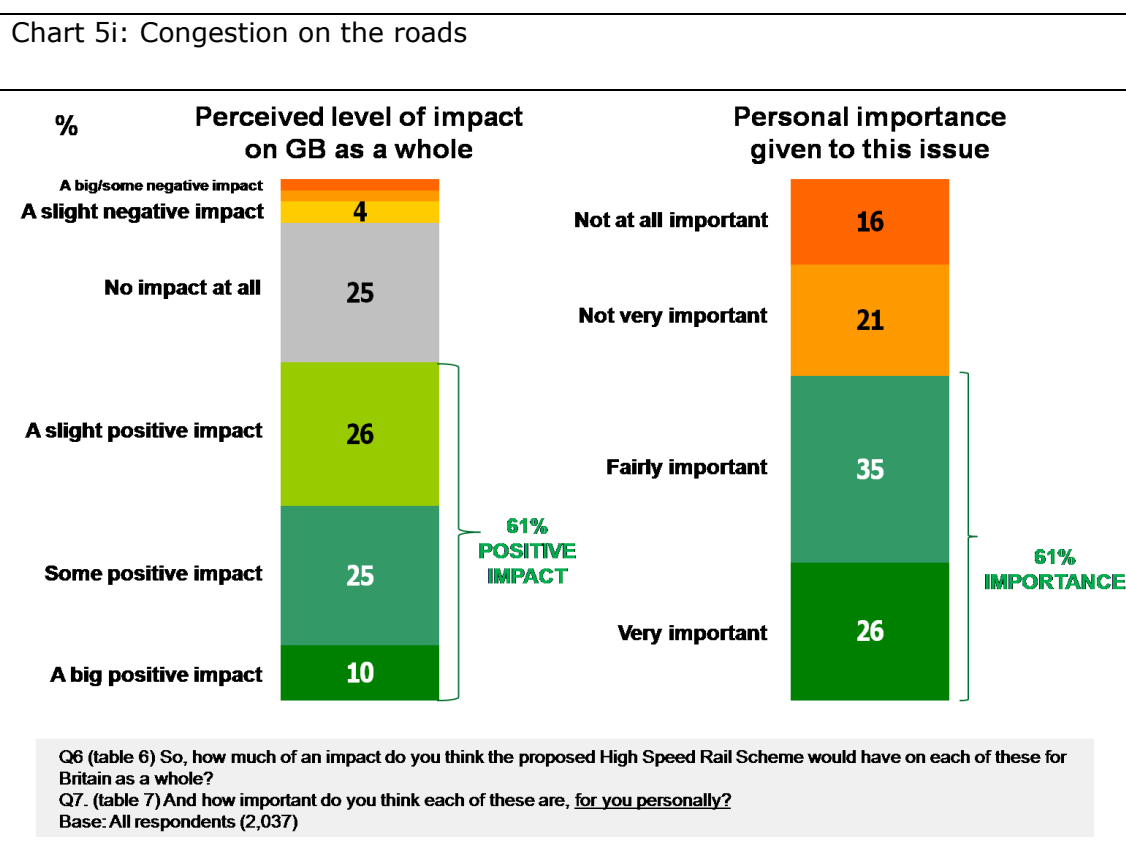
Just two in ten respondents thought the Scheme would have a broad positive impact on train ticket prices for the country (21%), with most (over half) thinking it would bring a negative impact (52%) – presumably believing it will be costlier to travel on this type of line or that general train travel will become more expensive to cover the cost of the Scheme. Over half stated the cost of train tickets as being important to them (55%) with a quarter saying it is very important to them (27%).

Those living in Greater London were most likely to agree it would have a positive impact on train ticket cost (27%), whilst those living in the South East were most likely to believe it would have a negative impact (60%) as were those against the

Scheme (71% compared with 53% against it). There were no other real differences to be seen amongst the subgroups.

Those aged 25-34 were more likely to say that the cost of train tickets is an important issue to them personally (66% falling to 42% of those aged 65 or more), as were those from the higher social grades (59% of ABC1s compared with 51% of those from C2DE grades), those from Greater London (80%) and those with informed or positive views towards the Scheme (65% of those knowing a great deal or fair amount about it compared with 52% of those knowing little or not much at all, and 65% of those in favour of the Scheme compared with 51% of those against it).

Those living in Scotland and Wales were least likely to say train ticket prices are an important issue to them (45% and 40% respectively).



Congestion on the roads was the second most important issue to respondents on a personal level. Linked with this, the Scheme was deemed to have the potential for a substantial positive impact on this for the country as a whole.

Six in ten respondents thought the Scheme would impact positively on road congestion (61%), with one in ten stating it would have a big positive impact (10%). A similar proportion, six in ten (61%), also deemed this issue as being

important to them, with a quarter saying it would prove very important to them (26%).

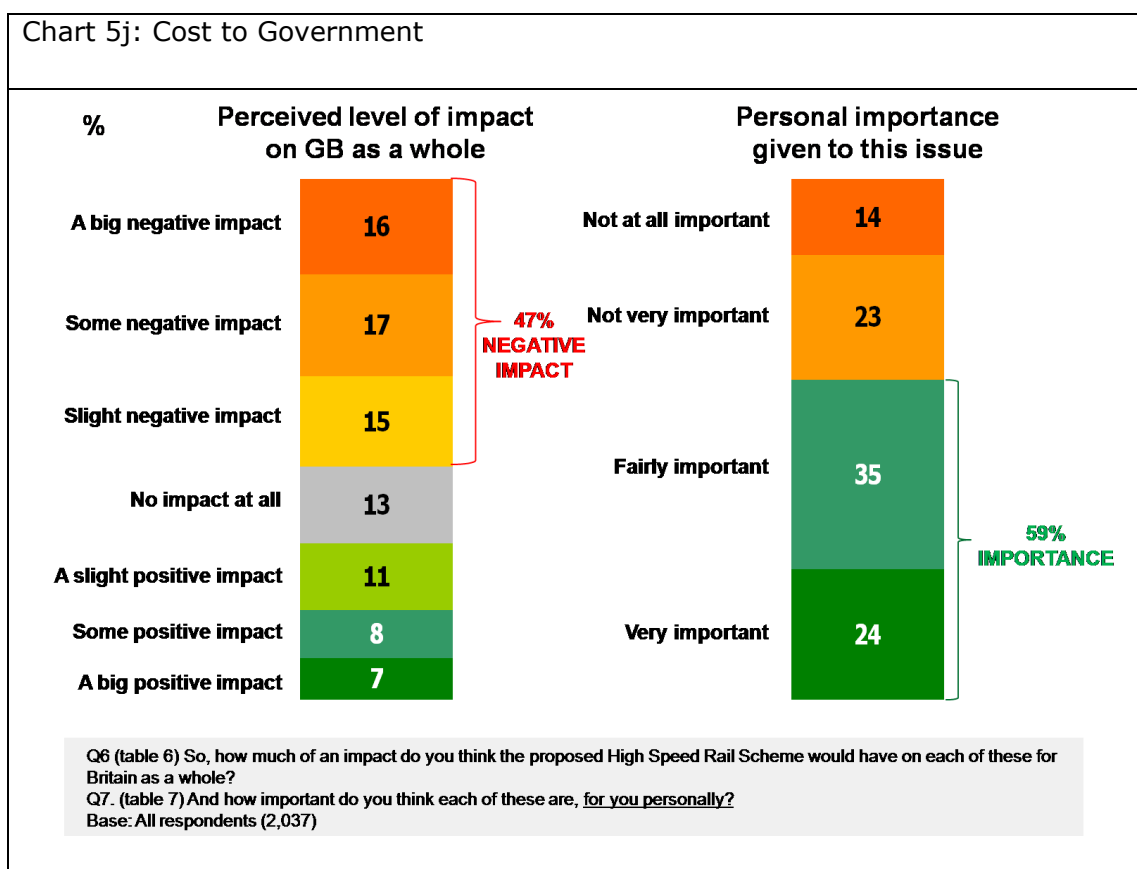
As seen for other issues, the youngest age group (16-24) were most likely to say that the Scheme would have a positive impact on road congestion (70% falling to 52% of those aged 65 and above), as were those from the higher social grades (64% of ABC1s compared with 57% of C2DEs) and those in favour of the Scheme (73% compared with 36% of those against it).

Those aged 25-54 were more likely to say that road congestion was an important issue to them personally (66% compared with 59% of those aged 16-24 and 46% of those aged 65 or over), as were those in Greater London (77%) and, again, those from the higher social grades (65% of those from ABC1 grades compared with 57% of those from C2DE grades) and those with informed or positive views towards the Scheme (72% of those knowing a great deal or fair amount about it compared with 61% of those knowing little or not much at all, and 70% of those in favour of the Scheme compared with 54% of those against it).

The Scots were least likely to say road congestion was an important issue to them personally (42%).

5.7 Perceived potential impact of the Scheme on the public purse (prompted)

Chart 5j looks at the potential impact of the Scheme on the cost to Government



The Scheme was deemed to have a high negative impact on the cost to the Government for the country as a whole (as opposed to a positive impact), and was deemed to be a relatively important issue for respondents. This possibly reflects heightened awareness of the country's finances and spending at this point in time, given the wide spread impact of the economic crisis and subsequent (and high profile) associated cutbacks in public spending.

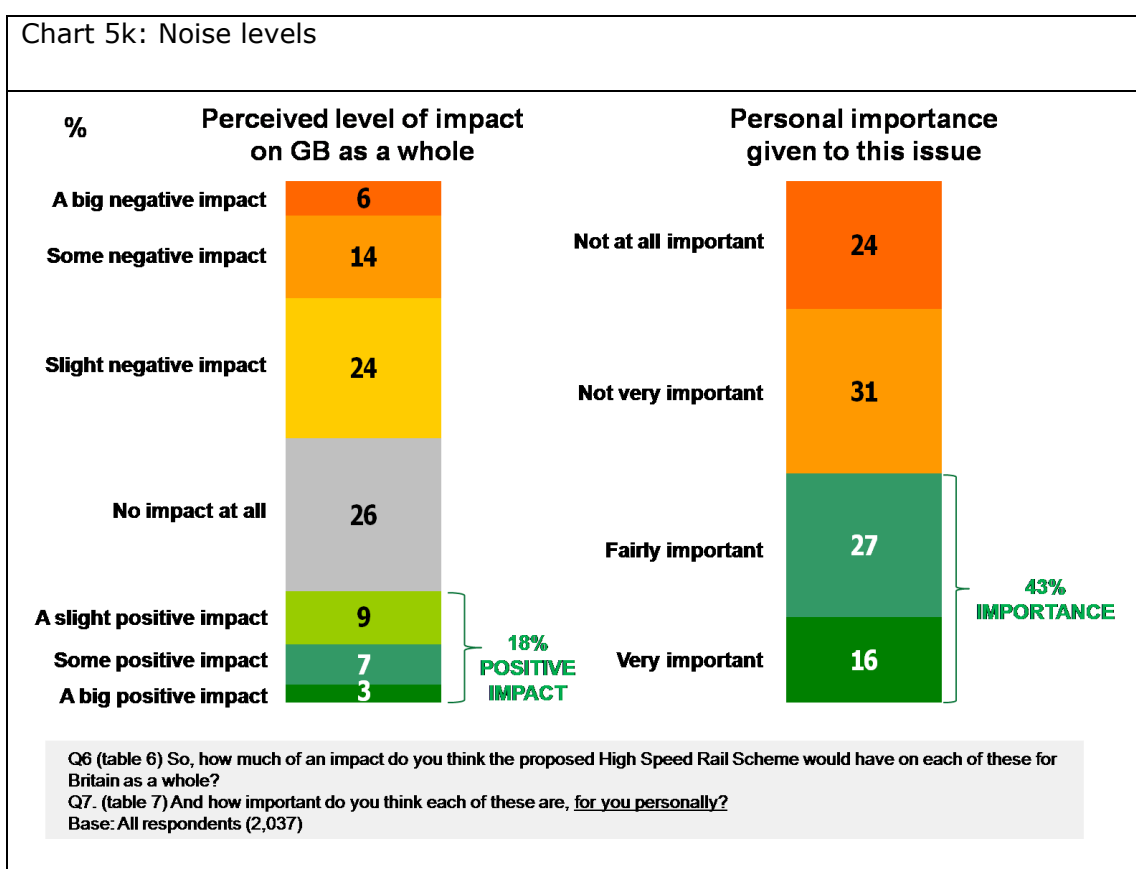
Half of respondents thought the Scheme would impact negatively on the cost to the public purse (47%), with 16% stating it would have a big negative impact. Six in ten said that this was an issue important to them (59%), a quarter saying it was very important to them (24%).

Those from the higher social grades were most likely to say that the Scheme would have a negative impact on the public purse (51% of ABC1s compared with 43% of C2DEs) as were those living in East Anglia, the South East or South West (57%, 54% and 52% respectively) and those against the Scheme (69% compared with 46% of those in favour of the Scheme).

Those aged 45-54 were most likely to say that the cost to the Government of the Scheme is important to them personally (67% compared with 54% of those aged 16-24 and 53% of those aged 65 or over), as were those from the higher social grades (62% of ABC1s compared with 56% of C2DEs) and those living in the South West, Wales and the West Midlands (68%, 66% and 66% respectively). Those against the Scheme were also more likely to say it was an important issue for them (69% compared with 61% of those in favour of the Scheme).

5.8 Perceived potential impact of the Scheme on noise levels (prompted)

Finally, Chart 5k looks at the potential impact of the Scheme on noise levels.



The level of noise associated with the Scheme was deemed to be the least important issue in general to respondents.

Four in ten respondents (43%) said noise levels were an issue important to them, and a similar proportion (44%) believed that the Scheme would have a negative impact on noise levels for the country as a whole. Just two in ten thought that it would have a positive impact on noise (18%).

The youngest respondents aged 16-24 were most likely to say that the Scheme would have a negative impact on noise levels (55% falling to 40% of those 65 or more) as were those from the higher social grades (48% of ABC1s compared with

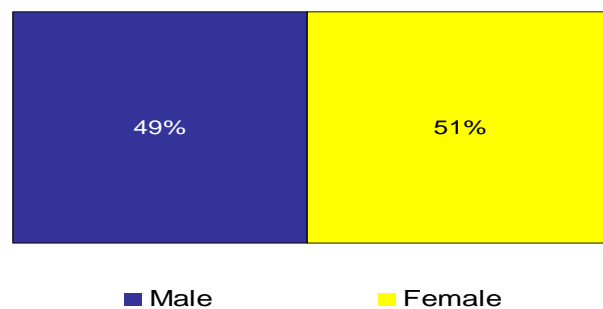
40% of C2DEs), those living in the South East or London (50% and 53% respectively) and those against the Scheme (63% compared with 44% of those in favour of the Scheme).

A slightly broader age range, those aged 25-44, were most likely to say that the potential noise levels linked with the Scheme is an issue important to them (48% falling to 34% of those aged 65 or over), as were those living in Greater London (67%) and those considering themselves to be informed about the Scheme (49% of those knowing a great deal or fair amount about it compared with 40% of those knowing little or not much at all). Those living in Scotland or the North were least likely to say that the noise factor was an important issue for them (25% and 24% respectively).

6 APPENDIX A: Sample Profile

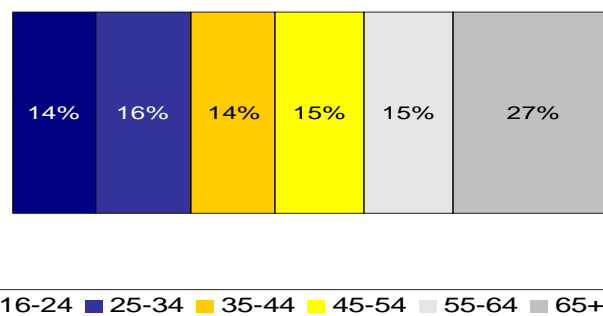
This appendix details the profile of the 2,037 people interviewed as part of the High Speed Rail Omnibus survey. The sample was broadly representative by key demographic variables, including gender, age, social grade and standard region. All data in this appendix are unweighted (for more details on weighting procedures, see Appendix C).

Chart A1: Gender



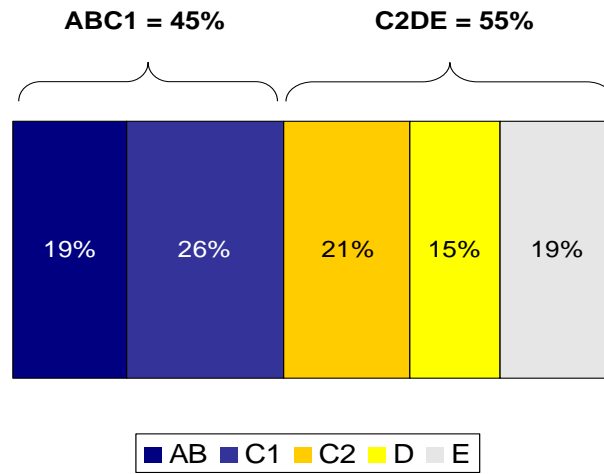
Base: All respondents (2,037)

Chart A2: Age



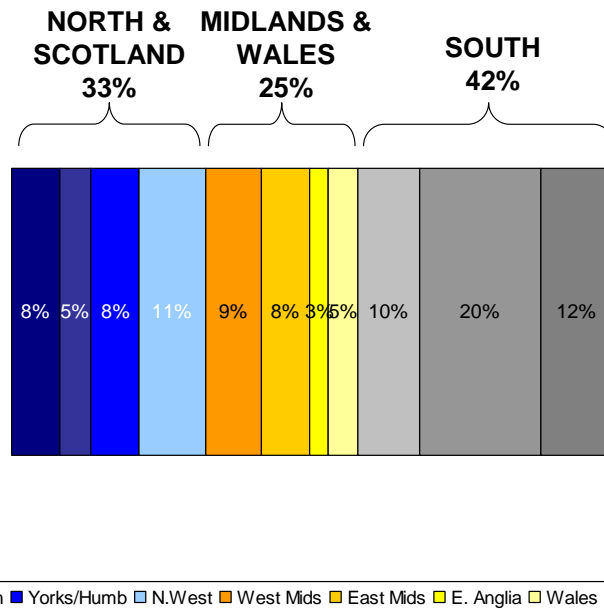
Base: All respondents (2,037)

Chart A3: Social Grade



Base: All respondents (2,037)

Chart A4: Standard Region



Base: All respondents (2,037)

APPENDIX B – Sampling Method

The TNS CAPI Omnibus employs a random location methodology, using sampling points which are sub samples of those determined in a sampling system developed by TNS for its internal use.

The aim of random location sampling is to eliminate the more unsatisfactory features of quota sampling without incurring the cost and other penalties involved in conducting surveys according to strict probability methods.

One of the principal advantages of probability techniques of sampling is that selection of respondents is taken from the hands of interviewers. In conventional quota sampling, on the other hand, interviewers are given quotas to fill, usually from within specified administrative areas. When, for example, an interviewer is asked to complete a quota of AB respondents, she will tend to go to a part of the district where she knows such individuals to be available. AB individuals living in mixed social class areas will have little chance of inclusion. This and similar defects lead to biases which are concealed by superficial agreements between sample profiles and accepted standard statistics.

The principal distinguishing characteristic of random location sampling, as operated by TNS-BMRB, is that interviewers are given very little choice in the selection of respondents. Sample points are defined using 2001 Census small area statistics and the Postal Address File (PAF). These are areas of similar population sizes formed by the combination of wards, with the constraint that each point must be contained within a single Government Office Region (GOR). In addition, geographic systems were employed to minimise the drive time required to cover each area as optimally as possible.

Quotas are set in terms of characteristics which are known to have a bearing on individuals' probabilities of being at home and so available for interview, by sex (male, female housewife, female non-housewife); within female housewife, presence of children and working status, and within men, working status, to ensure a balanced sample of adults within effective contacted addresses. Interviewers are instructed to leave 3 doors between each successful interview.

It should be noted that none of the respondents interviewed on the survey lived in post codes due to be directly affected by the High Speed Rail line as currently proposed.

APPENDIX C: Weighting Procedures

The data are weighted to ensure that demographic profiles match those for all adults in Great Britain aged 16 or over. A cell weighting technique is used in which target profiles are set for 72 interlocking cells based on demographic variables. The computer system then allocates a weight to each individual such that the correct number of respondents fall within each cell.

Target Weights Applied

MALES

	ABC1				C2				DE				TOTAL
	16-24	25-44	45-64	65+	16-24	25-44	45-64	65+	16-24	25-44	45-64	65+	
NORTH	23.63	52.18	47.08	20.95	10.88	26.36	26.71	13.37	15.44	31.32	31.71	22.72	322.35
MIDLANDS	21.16	52.24	48.58	22.65	10.12	25.77	25.37	12.31	11.77	25.00	24.81	21.34	301.12
SOUTH	27.84	80.11	60.20	28.71	9.56	26.91	22.30	11.57	11.89	27.66	22.57	18.04	347.36

FEMALES

	ABC1				C2				DE				TOTAL
	16-24	25-44	45-64	65+	16-24	25-44	45-64	65+	16-24	25-44	45-64	65+	
NORTH	21.32	56.66	51.32	23.94	9.92	23.38	23.12	9.85	17.36	35.11	34.61	40.34	346.93
MIDLANDS	19.65	56.45	50.60	24.89	9.25	22.82	22.02	10.05	12.87	26.64	28.36	34.66	318.26
SOUTH	26.66	81.46	63.92	34.26	8.62	23.08	19.84	9.41	12.49	29.10	25.33	29.81	363.98

(Source of profile data: BARB, 2006)

The amalgamated regions are defined in terms of Government Office Region according to the table below:

GOR	North/Mids/South
North East	North
North West	North
Yorkshire & The Humber	North
East Midlands	Mids
West Midlands	Mids
South West	South
East of England	Mids
London	South
South East	South
Wales	Mids
Scotland	North
Northern Ireland	North

APPENDIX D: Questionnaire

Introduction

I am going to ask you some questions on behalf of the Department for Transport, about the proposed High Speed Rail scheme. The aim is to find out what people know about the scheme and their opinion of it before the wider consultation takes place. The department is planning to consult with the public soon and there will be an opportunity for people to express their views fully.

ALL ADULTS 16+ GB

Q1 Are you aware of the proposed high speed rail scheme which would link London and Birmingham and then onwards to Manchester and Leeds?

Yes

No

DK

If yes at Q1

Q2 How much do you feel you know about the proposed high speed rail scheme?

A great deal

A fair amount

A little

Not very much at all

DK

If yes at Q1

Q3 Where have you seen or heard about it?

MULTICODE, RANDOMISE

Family and friends

TV

Radio

Newspapers

Magazines

Leaflets

Internet

Special interest group e.g. neighbourhood group, residents association etc.

Other (write in)

DK/Can't remember

ASK ALL

Q4. The proposed high speed rail scheme would link Leeds, Manchester, Birmingham, Heathrow and Central London and from there connect through the Channel Tunnel to Europe. Overall would you say you are in favour of the proposed scheme, against it or undecided?

Strongly in favour

In favour

Neither in favour nor against it

Against it

Strongly against it

Undecided/need to know more/DK

Q5. The proposed scheme would have different impacts on different regions and communities across Britain. Personally, do you think you would be impacted? If so, how?

Q6 Here are some impacts which the proposed high speed rail scheme may or may not have for Britain as a whole. Can you tell me how much of an impact the proposed scheme would have on each of these?

RANDOMISE

A big positive impact

Some positive impact

A slight positive impact

No impact at all

A slight negative impact

Some negative impact

A big negative impact

DK/it depends

Levels of employment

Journey times

Opportunities for business

Congestion on roads

The environment

Noise levels

Cost to the Government

Cost of train tickets

Q7 And how important do you think each of these are, **for you personally?**

RANDOMISE

Very important

Fairly important

Not very important

Not at all important

DK

Levels of employment

Journey times

Opportunities for business

Congestion on roads

The environment

Noise levels

Cost to the Government

Cost of train tickets

Q8 How much do you agree or disagree with the following statements?

Agree strongly

Agree

Neither agree nor disagree

Disagree

Disagree strongly

DK/Undecided

RANDOMISE

a) High speed rail would create jobs and growth by bringing Britain closer together.

a)b) _____ High speed rail would help boost growth in the Midlands and the North by linking the regions more closely to London.

a)c) _____ Our railways are nearly full to bursting now, so we need a new line to connect our major cities together.

a)d) _____ High speed rail would be better for the environment as it would mean fewer people fly or use their cars to travel across the UK.

a)e) _____ Other countries in America, Europe and Asia are all investing in High Speed Rail, we need to invest to prevent Britain from being left behind

f) High speed rail is £30bn we simply can't afford.

g) There's no business case for high speed rail; it would be a white elephant.

h) High speed rail would not save any carbon – it is not a green project.

i) High speed rail would destroy the countryside.

j) High Speed Rail would mean unacceptable levels of noise for the communities directly affected by the line.