



Ipsos MORI  
Social Research Institute



February 2017

# HS2 Q1a 2017 Survey

Report



# 1 Summary of findings

This section provides a short summary of findings from a survey undertaken by Ipsos MORI on behalf of HS2 Ltd. during Quarter 1, 2017. The survey is part of a programme of consumer opinion research, and involved interviews with 1,003 British adults. Fieldwork was undertaken by telephone between 16<sup>th</sup> and 24<sup>th</sup> January 2017.

The data collected has been weighted by gender, age, working status, social grade and region at the analysis stage to match the known population profile. Full data tables are available under separate cover.

Key findings from the Q1a 2017 survey are as follows:

- Almost seven in ten (68%) say they had heard of High Speed Two or HS2 before the interview; just over three in ten (32%) had not.
- Of those who report having heard of HS2, a majority say they know 'not very much' or 'nothing at all' about it; 58% compared to the 42% combined who know either 'a great deal' or 'a fair amount'.
- Over a third of respondents (34%) think that 'overall, the costs will be greater than the benefits', although just under half (48%) are of the view that *either* the benefits will be greater than the costs (22%) or that they will be about the same (26%).
- Those who believe the costs and benefits will be about the same were subsequently asked whether, in their view, this would represent 'value for money' or not – three in five (60%) believe that this outcome would represent value for money.
- While most people think that HS2 will make no difference (either positively or negatively) to them personally or to their local area – 68% and 57% respectively – opinion across Britain is positive about the difference the line would make to London, the Midlands and the North of England (69%, 70% and 64% respectively). Just over half think HS2 will make a positive difference to the British Economy (54%), while two thirds think it would have a positive impact on Britain as a place to do business (65%).
- The public agree rather than disagree that building HS2 will directly create jobs and growth across the country (by 73% to 18%) and by a similar margin that it will do so by making it easier to travel between cities (71% to 18%). A majority *disagree* that HS2 is only likely to benefit those in London and the South East (56%).
- The public also agree rather than disagree that the railways are 'nearly full to bursting now', necessitating a new line connecting major cities (66% to 20%). Opinion is split about whether HS2 will only benefit business travellers, with the same proportion agreeing as disagreeing (both 44%).
- Four in five think it is likely that 'HS2 will be built' (80% vs. 13% who think it is unlikely); however, the majority think it is unlikely that 'HS2 will be ready on time' (80% vs. 15% likely) or that 'HS2 will delivered to the current budget' (85% vs. 10% likely). Almost three in five believe it is likely that Britain will look back on HS2 as worthwhile (57%).
- The biggest indicators of success for HS2 are deemed to be boosting the economy and creating jobs (45%), rebalancing the economy and bridging the North-South divide (34%) and reducing overcrowding (28%).

## 2 Topline data

- On behalf of HS2 Ltd., Ipsos MORI conducted 1,003 interviews with British adults aged 18+ by telephone.
- Fieldwork took place between 16<sup>th</sup> and 24<sup>th</sup> January 2017.
- Data are weighted by gender, age, work status, social grade and region to reflect the GB adult population.
- Results are based on all respondents unless otherwise specified.
- The base size is indicated when a question was not asked of all respondents.
- An asterisk (\*) indicates a figure smaller than 0.5% but greater than 0.
- A '-' indicates a figure of 0.
- Where percentages do not sum to 100, this is due to computer rounding, multiple responses or the exclusion of 'don't know' categories.
- Please note that where combinations are described (e.g. the percentage agreeing with a statement) these reflect the combined raw numbers, and so may not be the same as the sum of the individual figures ('strongly agree' plus 'tend to agree') shown in the topline below.

**Good morning/afternoon/evening. My name is ..... and I'm calling from Ipsos MORI, the research organisation, and we are carrying out a survey about transport and travel in the UK. Could you help by running through some questions at the moment, please?**

**I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual in the results. The interview will be carried out according to the MRS Code of Conduct.**

Q1.-Q3. (Gender, Age, Working Status) ASKED AS QUOTA QUESTIONS

Q4. **Can I check, before this interview, had you heard of HS2, or not?**

Base: SPLIT SAMPLE (492)

	%
Yes, had heard of	68
No, had not heard of	32
Don't know/not sure	*

Q4a. **Can I check, before this interview, had you heard of HS2, or not? By HS2 we mean High Speed Two.**

Base: SPLIT SAMPLE (511)

	%
Yes, had heard of	68
No, had not heard of	32
Don't know/not sure	*

Q4/  
Q4a. **Can I check, before this interview, had you heard of HS2, or not? [By HS2 we mean High Speed Two.]**

	%
Yes, had heard of	68
No, had not heard of	32
Don't know/not sure	*

Q5. **In general, how much, if anything would you say you know about HS2? Would you say you know...**

Base: All who have heard of HS2 (678)

	%
A great deal	4
A fair amount	38
Not very much	54
Nothing at all	4
Don't know	-
<b>A great deal/fair amount</b>	<b>42</b>
<b>Not very much/nothing at all</b>	<b>58</b>

Q6. **Overall, do you think the costs of building HS2, 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?**

	%
Overall, the costs will be greater than the benefits	34
Overall, the benefits will be greater than the costs	22
The costs and benefits will be about the same	26
Don't know	18

Q6a. **You said that you thought that the costs and the benefits of building HS2 will be about the same. If this were the case, do you think HS2 would represent value for money or not?**

Base: All who think the costs and benefits of HS2 will be about the same (264)

	%
Would be value for money	60
Would NOT be value for money	30
Don't know	10

Q7. **Still thinking about HS2, or High Speed Two, do you think it would make a positive or negative difference to each of the following?**

	Very positive difference	Positive difference	No difference	Negative difference	Very negative difference	Don't know	Positive difference (net)	Negative difference (net)
	%	%	%	%	%	%	%	%
a) <b>You personally</b>	3	14	68	8	5	2	<b>17</b>	<b>13</b>
b) <b>Your local area</b>	3	21	57	11	6	3	<b>24</b>	<b>16</b>
c) <b>London</b>	17	52	19	5	1	7	<b>69</b>	<b>6</b>
d) <b>The Midlands</b>	15	54	13	6	1	10	<b>70</b>	<b>7</b>
e) <b>The North of England</b>	14	50	16	8	2	10	<b>64</b>	<b>10</b>
f) <b>REGION</b>	8	37	35	12	3	5	<b>45</b>	<b>15</b>
g) <b>The British economy</b>	11	44	22	11	2	11	<b>54</b>	<b>13</b>
h) <b>Britain as a place to do business</b>	13	52	23	4	1	7	<b>65</b>	<b>4</b>

Q8. **I am going to read out a number of statements some people have made about HS2. For each one, please tell me the extent to which you agree or disagree, or if you neither agree nor disagree?**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %	Agree %	Disagree %
a) <b>HS2 will cause too much damage to the countryside</b>	24	26	14	21	8	7	<b>50</b>	<b>29</b>
b) <b>HS2 is only likely to benefit those in London and the South East</b>	14	20	7	38	18	3	<b>33</b>	<b>56</b>
c) <b>Building and operating HS2 will directly create jobs and growth across the country</b>	27	46	7	12	5	3	<b>73</b>	<b>18</b>
d) <b>By connecting our major cities together HS2 will help to rebalance the British economy by bridging the North-South divide</b>	22	35	9	16	13	4	<b>57</b>	<b>29</b>
e) <b>By making it easier to travel between our cities, HS2 will create jobs and growth</b>	28	43	8	12	6	3	<b>71</b>	<b>18</b>
f) <b>Our railways are nearly full to bursting now, so we need the extra services HS2 will run between our major cities</b>	31	35	8	13	7	5	<b>66</b>	<b>20</b>
g) <b>HS2 is only likely to benefit business travellers</b>	18	26	8	33	12	4	<b>44</b>	<b>44</b>
h) <b>It is right we spend money on HS2 to help Britain compete with other countries in the future</b>	23	33	12	16	13	3	<b>56</b>	<b>30</b>

Q9. **How likely or unlikely do you think it is that the following will happen?**

	Certain to happen %	Very likely to happen %	Fairly likely to happen %	Fairly unlikely to happen %	Very unlikely to happen %	Certain NOT to happen %	Don't know %	Likely %	Unlikely %
a) <b>HS2 will be built</b>	9	24	47	10	3	*	7	<b>80</b>	<b>13</b>
b) <b>HS2 will be ready on time</b>	1	4	9	31	36	13	6	<b>15</b>	<b>80</b>
c) <b>HS2 will be delivered to the current budget</b>	1	3	7	28	38	19	5	<b>10</b>	<b>85</b>
d) <b>In the future, Britain will look back at HS2 and think it was worth it</b>	7	15	36	15	12	5	10	<b>59</b>	<b>31</b>
e) <b>HS2 will be a worldclass railway</b>	6	16	35	18	10	4	11	<b>57</b>	<b>32</b>

Q10. **I am now going to read out a list of ways in which HS2 could be judged a success by people in the years after it has been built. Which ONE or TWO of these, if any, do you personally think should be the MOST important way of judging the success of HS2?**

	%
HS2 boosts the economy and creates jobs	45
HS2 helps rebalance the economy and bridges the North-South divide	34
HS2 reduces over-crowding on Britain's railways	28
HS2 is used by lots of people	25
HS2 is delivered on time and on budget	15
Something else	3
They are all important	1
None of these/don't think HS2 should go ahead/will happen	4
Don't know	3

Q11. **I am now going to read out a list of things that might make a good train service. Regardless of how often, if at all, you use trains or whether you think you will use HS2 services, which ONE or TWO of these, if any, do you personally think it is MOST important for HS2 to provide.**

	%
Ticket prices which are good value for money	62
Trains that are on time	37
Passengers always having a seat	27
Quicker journeys	16
Frequent services	14
Good facilities on trains	7
Something else	2
They are all important	5
None of these/don't think HS2 should go ahead/will happen	1
Don't know	1

Q12. **Nowadays, how often, if at all, do you travel long-distance by train to another city or part of the country for work, a holiday, a day out or for any other reason? Long distance means a journey of at least an hour. Do you do this...**

	%
5 or more days a week	1
1-4 days a week	4
Less often than once a week but at least once a month	17
Less often than once a month but at least once a year	41
Less than once a year	17
Never	20
Don't know	*
<b>At least once a week</b>	<b>5</b>
<b>At least once a month</b>	<b>22</b>
<b>At least once a year</b>	<b>63</b>

Q12a. **And is any of this long distance travel for business purposes or reasons to do with your job?**

	%
Yes, all / some for business purposes	51
No, none for business purposes	49
Don't know	-



Q1. **Gender**

	<b>Weighted</b>	<b>Unweighted</b>
	%	%
Male	49	44
Female	51	56

Q2. **Age**

	<b>Weighted</b>	<b>Unweighted</b>
	%	%
18-24	10	7
25-34	19	14
35-44	13	14
45-54	21	23
55-59	7	8
60-64	6	7
65-69	6	6
70+	17	19
Refused	1	1
<b>18-34</b>	<b>29</b>	<b>22</b>
<b>35-54</b>	<b>34</b>	<b>37</b>
<b>55+</b>	<b>36</b>	<b>40</b>

Q3. **Working status**

	<b>Weighted</b>	<b>Unweighted</b>
	%	%
Working full-time as an employee or self-employed (30+ hrs)	42	42
Working part-time as an employee or self-employed (9-29 hrs)	14	16
Full-time education at school/college/university	4	3
On a government supported training programme	*	*
Unemployed and available for work	4	3
Permanently sick/disabled	4	3
Wholly retired from work	25	27
Looking after the home	4	4
Doing something else	2	2
Refused/don't know	*	*
<b>Working</b>	<b>57</b>	<b>58</b>
<b>Not working</b>	<b>43</b>	<b>42</b>

Q. **Region**

	<b>Weighted</b>	<b>Unweighted</b>
	%	%
East Midlands	7	7
Eastern	9	11
London	13	12
North East	4	3
North West	12	9
Scotland	9	10
South East	14	14
South West	9	8
Wales	5	6
West Midlands	9	10
Yorkshire and Humberside	9	9

Q13. **Social grade**

	<b>Weighted</b>	<b>Unweighted</b>
	%	%
A	5	5
B	21	23
C1	26	29
C2	24	21
D	10	9
E	10	9
Refused	3	3
<b>ABC1</b>	<b>52</b>	<b>57</b>
<b>C2DE</b>	<b>45</b>	<b>40</b>

[REDACTED]  
Research Director

[REDACTED]@ipsos.com  
[REDACTED]

[REDACTED]  
Associate Director

[REDACTED]@ipsos.com  
[REDACTED]

## For more information

3 Thomas More Square  
London  
E1W 1YW

t: +44 (0)20 3059 5000

[www.ipsos-mori.com](http://www.ipsos-mori.com)

<http://twitter.com/IpsosMORI>

### About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methods and communications expertise, helps ensure that our research makes a difference for decision makers and communities.