



Ipsos MORI  
Social Research Institute



April 2017

# HS2 Q1b 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 2, 2017. The survey is part of a programme of consumer opinion research, and involved interviews with 1,000 British adults. Fieldwork was undertaken by telephone between 13<sup>th</sup> and 22<sup>nd</sup> March 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 Q1b 2017 survey are as follows:

- Two thirds (67%) say they had heard of High Speed Two or HS2 before the interview; a third (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; 59% compared to the 41% combined who know either 'a great deal' or 'a fair amount'.
- Having been given a basic description of HS2, a higher proportion of people say they support it (29%) than oppose it (19%). A quarter say they either *strongly* support HS2 (14%) or *strongly* oppose it (10%); however, the most common response is 'No views either way', given by 49%.
- Just over three in five (63%) say they are definitely decided in their view on HS2; a third (32%) say they may still change their mind.
- Those who oppose or have no views either way on HS2 who said they may change their mind were asked which factors, from a list provided, would be most likely to encourage them to support the project. The most persuasive factor was if the countryside was protected as much as possible while HS2 is being built (selected by 62%), followed by making a positive difference to the national economy (54%), creating local job opportunities (52%) and being affordable (52%).
- Of those who have heard of HS2, two in five (40%) recall seeing or hearing something about it in the month leading up to the survey, either from the media, family and friends, or somewhere else.
- Those who *have* seen something about HS2 are most likely to have seen this on television (56%), in particular the national news (47%). Around a quarter (24%) have read something about HS2 in a newspaper, either national (19%) or local (9%).
- Two in ten (19%) say they travel long-distance by train - i.e. journeys of at least an hour – at least once a month, while three in ten (29%) travel short-distance – i.e. journeys less than an hour – with the same regularity.
- Of those who travel long-distance by train at least once a month, around half (52%) say at least some of these journeys are for business purposes or reasons to do with their job.

## 2 Topline data

- On behalf of HS2 Ltd., Ipsos MORI conducted 1,000 interviews with British adults aged 18+ by telephone.
- Fieldwork took place between 13<sup>th</sup> and 22<sup>nd</sup> March 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? By HS2 we mean High Speed Two.**

	%
Yes, had heard of	67
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 (674)

	%
A great deal	4
A fair amount	37
Not very much	55
Nothing at all	3
Don't know	*
<b>A great deal/fair amount</b>	<b>41</b>
<b>Not very much/nothing at all</b>	<b>59</b>

**As you may know, High Speed Two (or HS2) is a project that is building a High Speed Railway line linking London, Birmingham, Leeds and Manchester.**

Q6. **Overall, to what extent do you personally support or oppose HS2, or do you have no views either way?**

	%
Strongly support	14
Tend to support	15
No views either way	49
Tend to oppose	9
Strongly oppose	10
Don't know	3
<b>Support</b>	<b>29</b>
<b>Oppose</b>	<b>19</b>

Q7. **Have you definitely decided that this is your view on HS2, or is there a chance you may change your mind?**

Base : All who express an opinion on HS2 (975)

	%
Definitely decided	63
May change my mind	32
Don't know	5

Q8. **You said that you [support/oppose/have no views either way on] HS2. Can you please tell me your reason for this? What else?**

Base: All who support HS2/are neutral about HS2 and definitely decided/oppose HS2 and definitely decided (695)

<b>Positive statements</b>	%
Travel will be faster / easier / better links to / from other areas / easier commute to work	26
Improves connection / links / travel between cities / across the country / connects families / friends	16
Economic benefits / development / businesses will benefit / jobs will be created	15
HS2 will improve efficiency / effectiveness / reliability / passenger experience / make commuters' lives easier / better or more services / ease congestion on the railways	8
Better for the north-south divide / improved links to the north / south / north will benefit	8
Will improve congestion / less cars on the road / car pollution	7
It's good progress / forward-thinking / it's needed / modernisation / infrastructure is required	6
High speed rail links have benefited other countries / need to keep up with other countries	3
Will reduce overcrowding on trains	2
Brexit makes it necessary	1
<b>Neutral statements</b>	
Doesn't affect me / us / the area that I live in / not close by	20
I don't travel / use public transport often / won't use HS2 / would rather drive	14
No strong opinion / no reason / not interested / not thought about it /	5
I've never heard about it / don't know much / enough about it / I don't have enough information	4
HS2 has pros and cons / can't decide	1
<b>Negative statements</b>	
Costs are / potentially will be too high - for commuters / construction / development / the taxpayer	17
Countryside / rural beauty will be destroyed / negative impact on the environment / wildlife	9
HS2 is not in the entire nation's interest / won't benefit me / my area / no advantage	5
Existing lines / infrastructure / networks should be improved instead / made better use of	5
It's not needed / the railways are ok as they are	5
Speed / reduction in travel times isn't significant / not enough to make it worthwhile	4
HS2 (including building phase) will cause disruption / to transport services / areas / people's lives	3
It's only for business people / rich people / not for everyone	1
The technology will already be outdated by the time its built	1
It's something that only politicians want / it's a vanity project	*
Other	11
Don't know	2

Q8. **You said that you support HS2. Can you please tell me your reason for this? What else?**

Base: All who support HS2 (295)

<b>Positive statements</b>	%
Travel will be faster / easier / better links to / from other areas / easier commute to work	58
Improves connection / links / travel between cities / across the country / connects families / friends	36
Economic benefits / development / businesses will benefit / jobs will be created	33
HS2 will improve efficiency / effectiveness / reliability / passenger experience / make commuters' lives easier / better or more services / ease congestion on the railways	18
Better for the north-south divide / improved links to the north / south / north will benefit	18
Will improve congestion / less cars on the road / car pollution	15
It's good progress / forward-thinking / it's needed / modernisation / infrastructure is required	14
High speed rail links have benefited other countries / need to keep up with other countries	7
Will reduce overcrowding on trains	3
Brexit makes it necessary	2
<b>Neutral statements</b>	
Doesn't affect me / us / the area that I live in / not close by	1
I don't travel / use public transport often / won't use HS2 / would rather drive	-
No strong opinion / no reason / not interested / not thought about it /	-
I've never heard about it / don't know much / enough about it / I don't have enough information	-
HS2 has pros and cons / can't decide	-
<b>Negative statements</b>	
Countryside / rural beauty will be destroyed / negative impact on the environment / wildlife	3
Costs are / potentially will be too high - for commuters / construction / development / the taxpayer	2
HS2 (including building phase) will cause disruption / to transport services / areas / people's lives	*
It's only for business people / rich people / not for everyone	*
The technology will already be outdated by the time its built	*
HS2 is not in the entire nation's interest / won't benefit me / my area / no advantage	-
Existing lines / infrastructure / networks should be improved instead / made better use of	-
It's not needed / the railways are ok as they are	-
Speed / reduction in travel times isn't significant / not enough to make it worthwhile	-
It's something that only politicians want / it's a vanity project	-
Other	6
Don't know	1



Q8. **You said that you have no views either way on HS2. Can you please tell me your reasons for this? What else?**

Base: All who are neutral about HS2 and definitely decided (258)

<b>Positive statements</b>	%
Travel will be faster / easier / better links to / from other areas / easier commute to work	1
Economic benefits / development / businesses will benefit / jobs will be created	1
Brexit makes it necessary	1
Better for the north-south divide / improved links to the north / south / north will benefit	*
Improves connection / links / travel between cities / across the country / connects families / friends	*
HS2 will improve efficiency / effectiveness / reliability / passenger experience / make commuters' lives easier / better or more services / ease congestion on the railways	-
Will improve congestion / less cars on the road / car pollution	-
It's good progress / forward-thinking / it's needed / modernisation / infrastructure is required	-
High speed rail links have benefited other countries / need to keep up with other countries	-
Will reduce overcrowding on trains	-
<b>Neutral statements</b>	
Doesn't affect me / us / the area that I live in / not close by	52
I don't travel / use public transport often / won't use HS2 / would rather drive	36
No strong opinion / no reason / not interested / not thought about it /	14
I've never heard about it / don't know much / enough about it / I don't have enough information	11
HS2 has pros and cons / can't decide	2
<b>Negative statements</b>	
Costs are / potentially will be too high - for commuters / construction / development / the taxpayer	5
It's not needed / the railways are ok as they are	3
Countryside / rural beauty will be destroyed / negative impact on the environment / wildlife	2
HS2 is not in the entire nation's interest / won't benefit me / my area / no advantage	2
Existing lines / infrastructure / networks should be improved instead / made better use of	1
Speed / reduction in travel times isn't significant / not enough to make it worthwhile	1
HS2 (including building phase) will cause disruption / to transport services / areas / people's lives	1
The technology will already be outdated by the time its built	*
It's something that only politicians want / it's a vanity project	-
It's only for business people / rich people / not for everyone	-
Other	10
Don't know	4



Q8. **You said that you oppose HS2. Can you please tell me your reasons for this? What else?**

Base: All who oppose HS2 and definitely decided (142)

<b>Positive statements</b>	%
Travel will be faster / easier / better links to / from other areas / easier commute to work	4
Economic benefits / development / businesses will benefit / jobs will be created	2
Better for the north-south divide / improved links to the north / south / north will benefit	2
Improves connection / links / travel between cities / across the country / connects families / friends	2
Will reduce overcrowding on trains	2
Will improve congestion / less cars on the road / car pollution	1
It's good progress / forward-thinking / it's needed / modernisation / infrastructure is required	1
Brexit makes it necessary	-
HS2 will improve efficiency / effectiveness / reliability / passenger experience / make commuters' lives easier / better or more services / ease congestion on the railways	-
High speed rail links have benefited other countries / need to keep up with other countries	-
<b>Neutral statements</b>	
Doesn't affect me / us / the area that I live in / not close by	1
I don't travel / use public transport often / won't use HS2 / would rather drive	1
No strong opinion / no reason / not interested / not thought about it /	-
I've never heard about it / don't know much / enough about it / I don't have enough information	-
HS2 has pros and cons / can't decide	-
<b>Negative statements</b>	
Costs are / potentially will be too high - for commuters / construction / development / the taxpayer	68
Countryside / rural beauty will be destroyed / negative impact on the environment / wildlife	37
Existing lines / infrastructure / networks should be improved instead / made better use of	21
It's not needed / the railways are ok as they are	20
HS2 is not in the entire nation's interest / won't benefit me / my area / no advantage	19
Speed / reduction in travel times isn't significant / not enough to make it worthwhile	16
HS2 (including building phase) will cause disruption / to transport services / areas / people's lives	13
It's only for business people / rich people / not for everyone	5
It's something that only politicians want / it's a vanity project	2
The technology will already be outdated by the time its built	2
Other	24
Don't know	-

Q9. **You said that you oppose HS2 but that you might change your mind. Which, if any, of these would be most likely to encourage you to support HS2?**

Base: All who oppose or are neutral about HS2, but may change their mind (279)

	%
If the countryside is protected as much as possible while HS2 is being built	62
If HS2 was going to make a positive difference to the national economy	54
If HS2 was going to create local job opportunities	52
If HS2 was going to be affordable for people like you to use it	52
If HS2 trains were going to serve my region	46
If you thought HS2 was value for money	44
If HS2 helped Britain to be more competitive internationally	40
Other	2
None of these	3

Q10. **Before today, do you recall seeing or hearing anything about HS2 in the past month, or not? This might have been facts, or arguments for or against. It might have been in the media or from family and friends, or somewhere else.**

Base: All who have heard of HS2 (674)

	%
Yes	40
No	59
Don't know	1

Q11. **Where did you see or hear about HS2? Anywhere else?**

Base: All who have heard of HS2 and recall seeing or hearing something about it in the past month (267)

	%
Television – national news	47
Newspapers – national	19
Television – local news	15
Newspapers – local	9
On the internet / websites	9
Discussions with friends/family	9
Radio – national station	8
Social media	7
Radio – local station	2
Television – other programme	1
Other	15
Don't know/can't remember	2
<b>Television</b>	<b>56</b>
<b>Radio</b>	<b>10</b>
<b>Newspaper</b>	<b>24</b>
<b>Online</b>	<b>13</b>

Q12. **Nowadays, how often, if at all, do you travel by train ...?**

	5 or more days a week %	1-4 days a week %	Less often than once a week but at least once a month %	Less often than once a month but at least once a year %	Less than once a year %	Never %	Don't know %	<b>A least once a week %</b>	<b>A least once a month %</b>	<b>At least once a year %</b>
a) <b>Long distance - by which I mean a journey of at least an hour, either for work or for any other reason</b>	2	3	15	34	17	30	*	<b>5</b>	<b>19</b>	<b>53</b>
b) <b>Short distance - by which I mean a journey of less than an hour, either for work, or any other reason</b>	6	8	16	23	11	36	*	<b>13</b>	<b>29</b>	<b>52</b>

Q13. **And is any of this long distance travel for business purposes or reasons to do with your job?**

Base: All who travel long distance by train at least once a month (193)

	%
Yes, all / some for business purposes	52
No, none for business purposes	48
Don't know	1

Q1. **Gender**

	<b>Weighted</b> %	<b>Unweighted</b> %
Male	49	43
Female	51	57

Q2. **Age**

	<b>Weighted</b> %	<b>Unweighted</b> %
18-24	8	6
25-34	20	17
35-44	10	9
45-54	24	23
55-59	8	12
60-64	6	9
65-69	6	7
70+	16	18
Refused	1	1
<b>18-34</b>	<b>29</b>	<b>23</b>
<b>35-54</b>	<b>34</b>	<b>32</b>
<b>55+</b>	<b>36</b>	<b>44</b>

Q3. **Working status**

	<b>Weighted</b> %	<b>Unweighted</b> %
Working full-time as an employee or self-employed (30+ hrs)	44	44
Working part-time as an employee or self-employed (9-29 hrs)	13	15
Full-time education at school/college/university	4	2
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	3
Doing something else	2	2
Refused/don't know	1	1
<b>Working</b>	<b>57</b>	<b>59</b>
<b>Not working</b>	<b>43</b>	<b>40</b>

Q. **Region**

	<b>Weighted</b>	<b>Unweighted</b>
	%	%
East Midlands	7	5
East of England	10	11
London	14	12
North East	4	4
North West	12	12
South East	14	14
South West	9	9
West Midlands	9	8
Yorkshire & Humber	9	11
Scotland	9	11
Wales	5	4

Q14. **Social grade**

	<b>Weighted</b>	<b>Unweighted</b>
	%	%
A	4	4
B	20	20
C1	28	27
C2	21	22
D	12	12
E	11	10
Don't know/Unable to code	2	2
Prefer not to answer	3	3
<b>ABC1</b>	<b>51</b>	<b>51</b>
<b>C2DE</b>	<b>44</b>	<b>44</b>

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### 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.